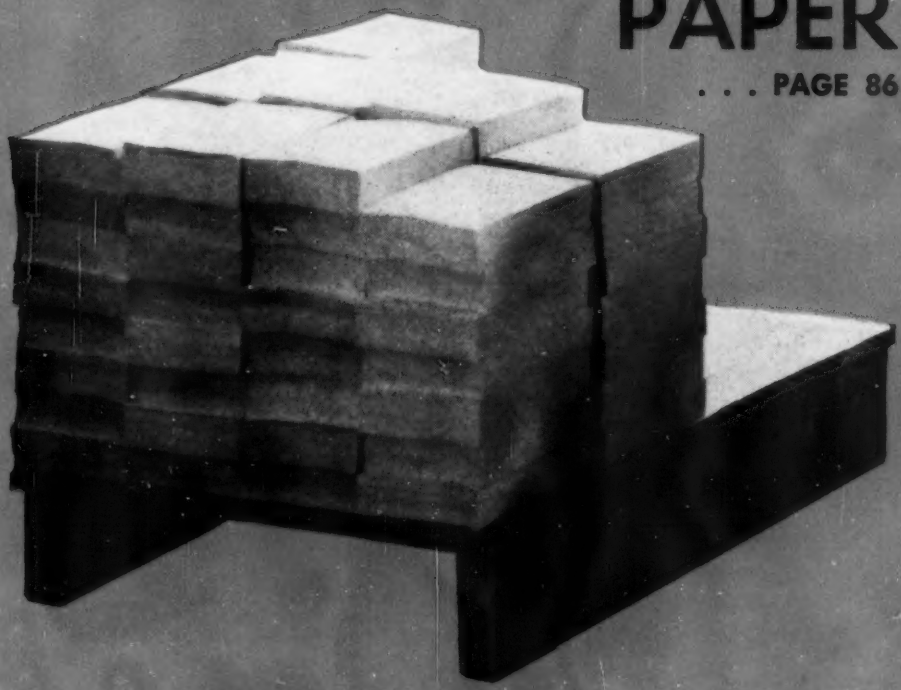
June 1960

The Office

Magazine of
Management · Equipment · Methods

PAPER

. . . PAGE 86



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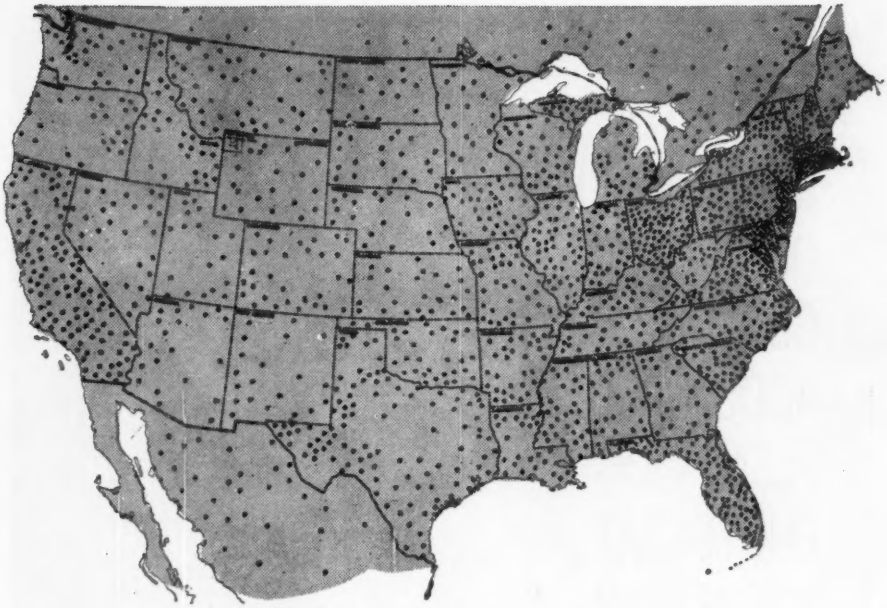

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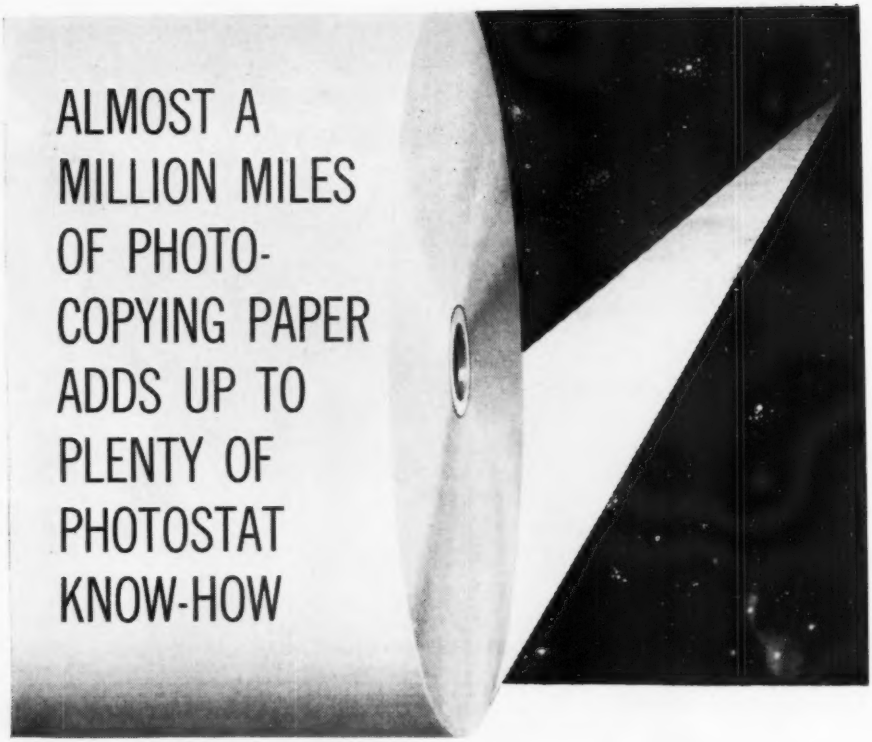

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The Office
Magazine of Management · Equipment · Methods

JUNE, 1960
VOL. 51, No. 6

Do You Always Say (Write) Exactly What You Mean? 14
What a person seems to say (or write) is not necessarily what he means. Sometimes, he, himself, doesn't know it. MAURICE G. POSTLEY

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This company has proved that bulletin boards are the one medium that all employees read regularly. So bulletin boards should receive as much planning as any house organ. STEPHEN E. KORSEN

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Today the cost factor overrides all others, but the building must still meet all requirements of esthetic utilitarianism. ROBERT L. BIEN

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The small hospital cannot afford expensive clerical procedures, yet it needs administrative controls. And many parts of our country need small hospitals.

Facts You Should Know About Paper 86
The office, as we know it today, could not exist without paper. Neither could the factory. The more we know about paper, the more intelligently we can use it in our daily work. DORIS WILLIAMS VAUGHN

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Effective Methods of Communication 108
No matter how much top management values contact with its organization, there really can be no such thing as an open-door policy. It is up to the supervisor to represent the company to employees. HARRY L. WYLIE

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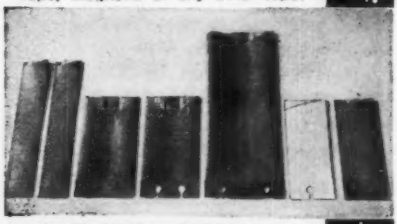

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For More Information Circle No. 286

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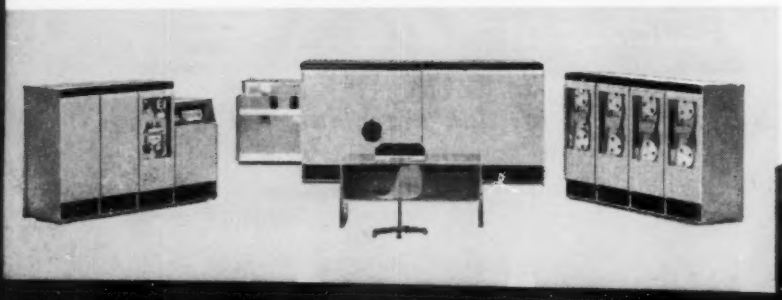

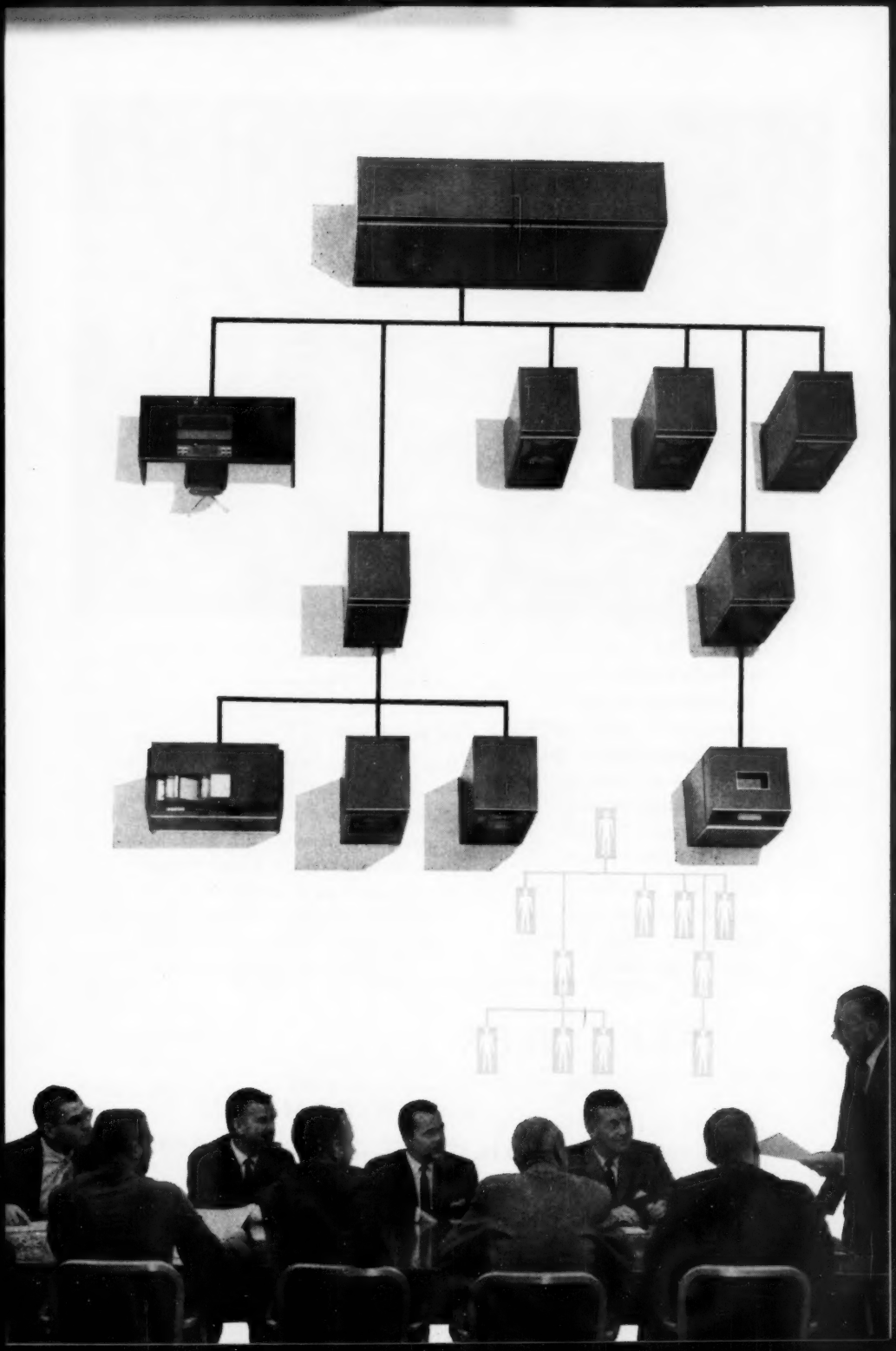

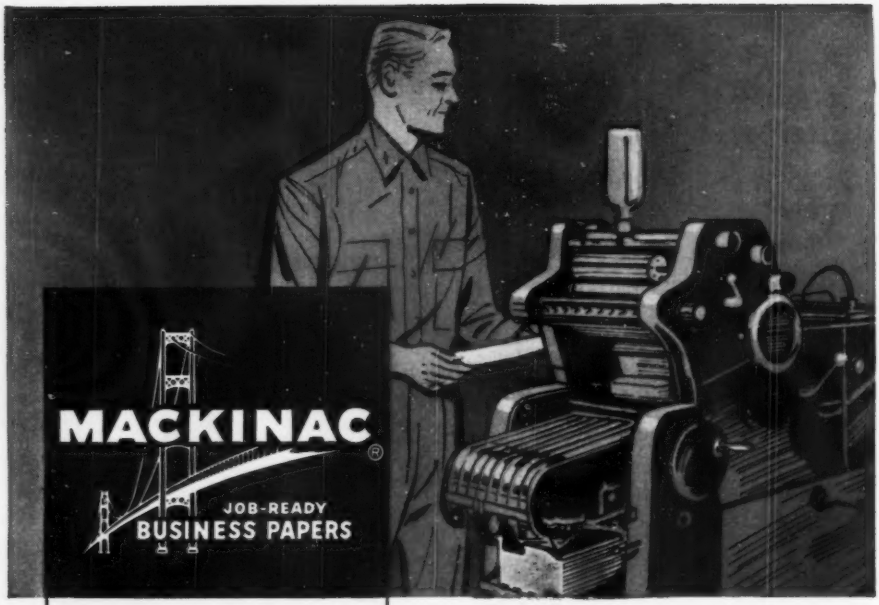

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Do You Always Say (Write) Exactly What You Mean?

MAURICE G. POSTLEY

CONFUSION PERSISTS over what somebody thinks somebody else said—what we did not say, or did not intend to say. We are all tangled in words. Some of the knottiest tangles seem to afflict offices. Is this the fault of offices? Certainly not! It is just the fault of people. The reason the office gets sunk in the morass of who-said-what is that it is a center of communications. When the business machine gets bogged down, the office goes down deepest.

For instance, the purchasing agent of a large company received this handwritten note from the office manager: "Dear Joe—The boss wants to know what you think of the new inventory cards. Are they Okay?—Pete."

Joe promptly scribbled his answer on the bottom of the note: "The inventory cards are okay by me."

"When I said I was going away I didn't mean 'forever'!"

Joe then forgot the memo and went on about his work, which included taking printing bids for the new inventory cards. They were to be used in several hundred branch warehouses.

A few weeks later, Joe was chatting with the president of the company, who had much confidence in Joe. The president observed casually, "I see you've ordered the inventory cards. I have serious doubts about the whole inventory system, but everyone seems to like it, especially the author." He was referring to a vice president who had dreamed up the intricate plan.

"I have my doubts, too," Joe responded. "It looks like too much work ever to get done."

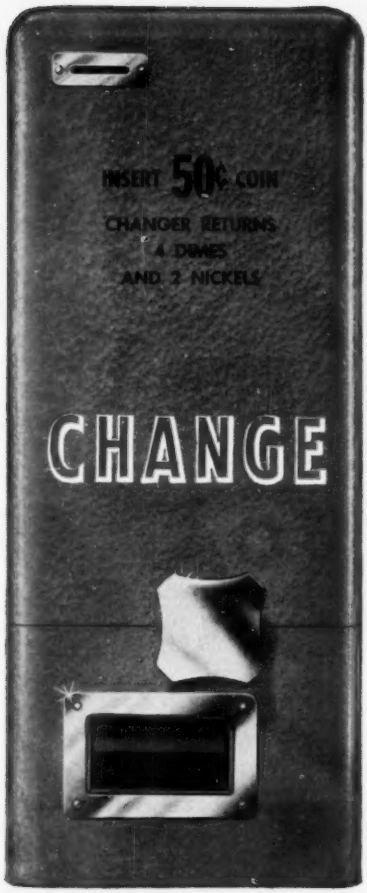
"I wish you had told me that when I asked you," the president commented. "Pete told me you said the system was okay as far as you were concerned."

"I didn't know you asked me about the system. Pete asked me what I thought of the cards, not the system," Joe answered.

"I asked Pete to tell you I wanted your opinion about the whole system," the president declared. There the matter rested.

What really did occur? What did the president actually say to the office manager? Did he mention the system, or did he just think he mentioned it? Later, the office manager said the president did not even hint at the system. It seemed

(Continued on page 100)



reduce coffee break time up to 20%

Convenient, large-capacity STANDARD CHANGE-MAKERS, located near your vending machines, can cut 3 to 6 minutes a day per employee off that high cost coffee break time. If, for example, you employ 500 people at an average wage of $1.50 per hour, just 5 minutes a day would mean a saving of up to $31,000.

STANDARD CHANGE-MAKERS come in a wide variety of models to change one coin or several. They're sturdily built against all types of vandalism, and easy to install. Whether you purchase them yourself, or ask your vending operator to provide them, the cost is small . . . the savings are big. They can even be leased for as little as $3 to $7 a month. Send for full information today!

Write:

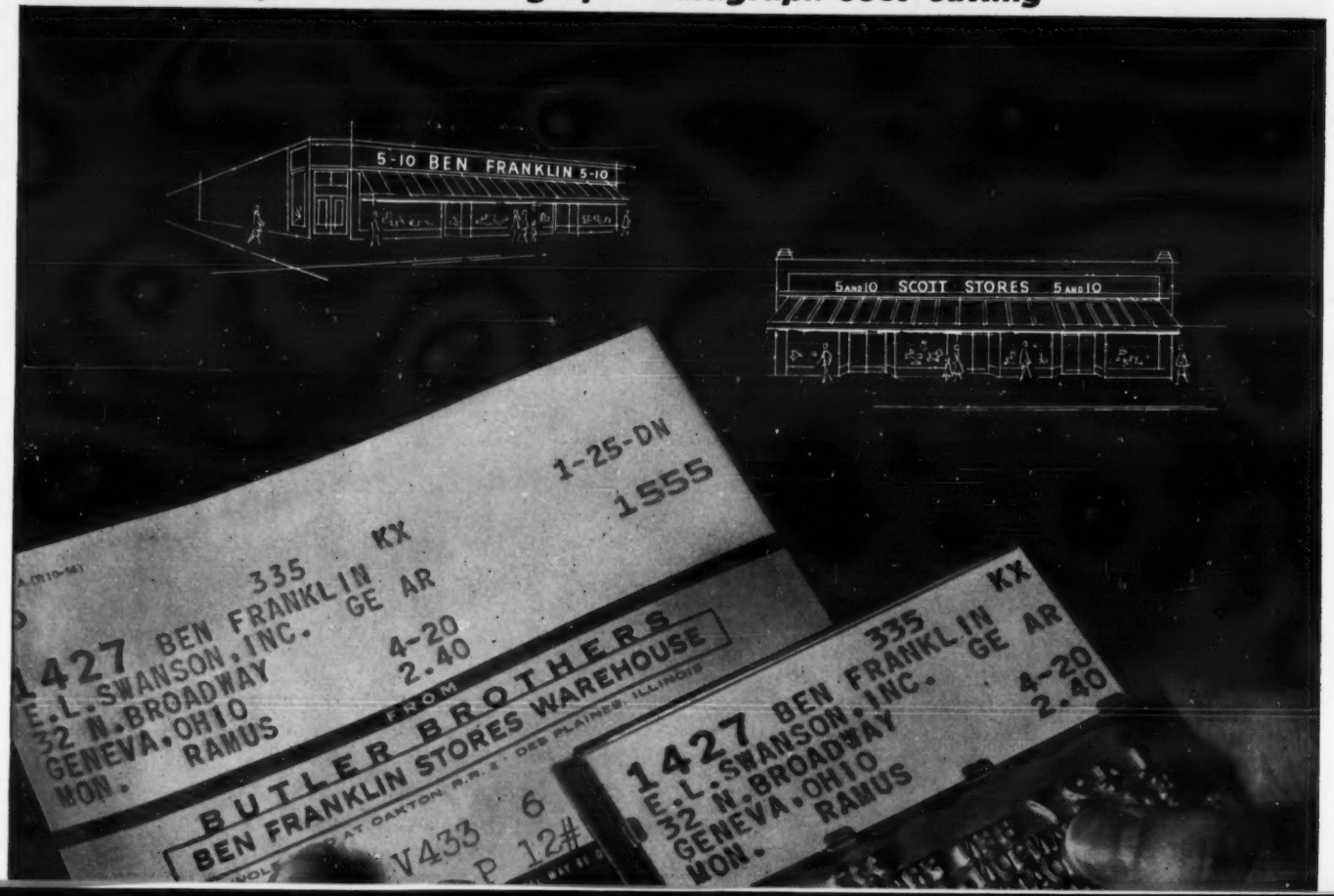
Standard Change-Makers, Inc.
422 E. New York St.
Indianapolis, Indiana

World's largest manufacturer of separate 5c, 10c, 25c and 50c coin changers. District offices in 18 cities through the United States and Canada

STANDARD CHANGE-MAKERS

For More Information Circle No. 311

Another example of Addressograph-Multigraph cost-cutting



How Butler Brothers creates good "customer impressions"

Butler Brothers, large Chicago wholesale firm, is the sole supplier of merchandise to Ben Franklin and Scott Variety Stores throughout the country. Orders pour in daily to Butler warehouses for widely varied quantities and assortments.

For each order, identical information must be written on a multiplicity of forms . . . shipping labels, bills of lading, statement lists and other records. Each "customer impression" must be accurate and highly legible, to avoid errors in shipping and billing.

Butler Brothers has found Addressograph Methods ideal for this repetitive writing job. All documents for each order are speedily and accurately imprinted from Addressograph plates in one low-cost operation. Routing and credit "look-ups" are greatly reduced. And, most importantly, customers are favorably impressed by the speed and accuracy of the system.

This is just one of many ways Addressograph Methods save time, cut costs and insure accuracy in business operations. Ask your nearby Addressograph office to demonstrate how they can do the same for your business, large or small. Or write Addressograph-Multigraph Corporation, Cleveland 17, Ohio.

E. L. Swanson, owner of the Ben Franklin Store in Geneva, Ohio, has been dealing with Butler Bros. for over 21 years. He states: "I've always been pleased with the accuracy of their shipping and billing—never found any reason to complain." It's a typical customer impression created by Butler Brothers' efficient system.

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Cutting costs is our business

Addressograph-Multigraph

PRODUCTION MACHINES FOR BUSINESS RECORDS

SERVING SMALL BUSINESS • BIG BUSINESS • EVERY BUSINESS

For More Information Circle No. 310

Bulletin Boards Are Effective For Personnel Communication

STEPHEN E. KORSEN
Assistant Director of Public Relations, The Borden Co., New York

THE BULLETIN BOARD serves our company as an effective personnel communication tool. It does roughly the same job that internal house organs do in other organizations. Although throughout the many ramifications of our company we use vertical employee publications that serve specialized, or localized needs, we have no general company magazine for our personnel as a corporate whole.

Back in 1948, we decided that bulletin boards, if administered properly, could be a valuable arm of employee relations. Almost every plant and office had such a board, but relatively few were effective. First thing we had to do was to determine, in a broad sense, just what our properly handled bulletin board program should and could accomplish. Our resolution, in part, was as follows:

1. Broaden employees' knowledge of their company:
   - Its products (or services).
   - Its importance to the public.
   - Its relation to the national economy.
   - Its organizational structure.
2. Increase employees' sense of identification with their company and, as a by-product, strengthen their idea of the company as a good place to work.
3. Carry service messages for employees' guidance and information:
   - Safety information, for plant, home, vehicles.
   - Health messages, including first aid, hints from the medical department, etc.
   - Company benefits, *i.e.*, insurance, counseling, etc.
4. Carry out company campaigns, contests, etc.
5. Promote product sales to employees and their families.

Since our company is decentralized, we decided to conduct the bulletin board program from our headquarters in New York—but only as a supplement to programs operated on a local level. We prepared a booklet titled *Care and Feeding of Bulletin Boards* and distributed it to all our plants and offices. It was successful in creating new interest in bulletin boards and improved their appearance throughout the organization.

Supplementing local efforts, we get together each month a series of "Photo Flash" items—posters featuring photo-

Borden's

PHOTO FLASH

—Sidney-Bainbridge, N. Y., Record & News Photo

GETTING THE FEEL OF THE WORLD

Michael Barnard, a blind student formerly enrolled in a Sidney, N. Y., public school, couldn't see what all the continents and islands on this big globe looked like. But thanks to his ingenious teacher, he was able to at least feel their outline. The teacher, Mrs. Ruth McKinney, used a pencil tube of Elmer's Glue-All to trace the major land masses on the globe. When the glue dried, it produced a raised outline of the continents, permitting Michael to learn their shape by the sense of touch. And Elmer's Glue-All, which dries clear, didn't mess up the globe's appearance for the more fortunate sighted students. Mrs. McKinney also used it to mark Michael's ruler and various papers. Elmer's Glue-All is manufactured at the nearby Bainbridge, N. Y., plant of the Borden Chemical Company.

BULLETIN BOARD SERVICE • PUBLIC RELATIONS DEPARTMENT • THE BORDEN COMPANY 350 Madison Avenue, New York 17, N. Y. 3-60-47

Monthly "Photo Flash" posters for Borden's bulletin boards carry illustrated news items of general interest.

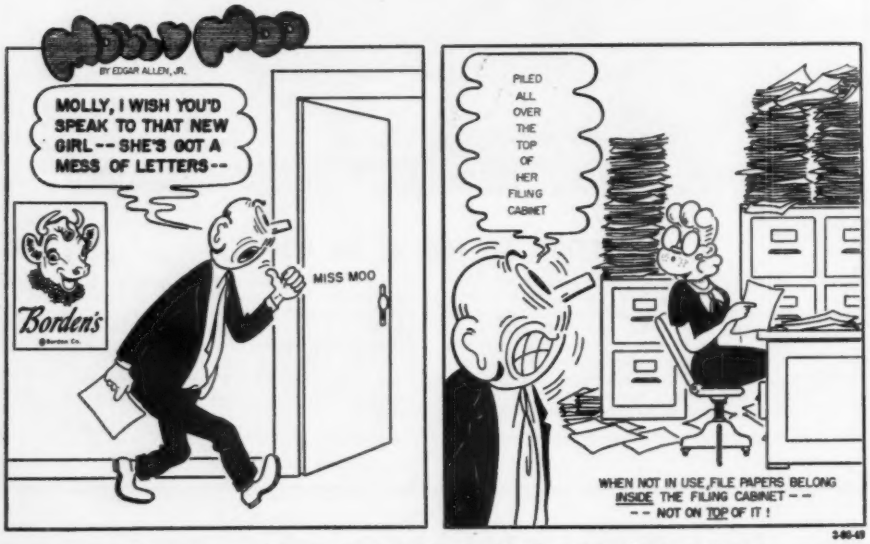
graphs of general interest, and a series of "News Flash" items, brief announcements covering all sections of the company. This material provides information not normally available to local operations and, over the years, has proved of special interest to personnel.

We also provide a series of cartoon features, stressing safety, the value of the company's benefit program, etc. A regular feature is a cartoon devoted to office workers. It is presented humorously, but its message is always to the point—improved efficiency, punctuality, courtesy, etc.

Experience has proved our bulletin board program well worthwhile. Since its modest beginning 12 years ago, it has grown tremendously. We now provide material seen each month by some 36,000 employees in almost 1200 different locations. Our booklet, *Care and Feeding of Bulletin Boards,* has instigated similar programs in many other organizations. If you are interested you can obtain a copy by writing to our company's employee communciation section, 350 Madison Ave., New York 17.

Irrefutable proof of our bulletin board program's effectiveness came in 1957, our company's centennial year. To celebrate our 100th birthday, we sponsored a national contest to "Name the Twins" born by Elsie, our famous cow. As our own employees were not eligible to compete, we decided to conduct a special centennial quiz contest for them. We did this exclusively through our bulletin boards.

Our first poster announced the quiz, outlined the rules, and listed some 127 prizes ranging from a station wagon to a food mixer. Succeeding posters listed the 40 quiz questions. These were based on material that had appeared on bulle-



There are regular comic series for both office and plant workers.

Borden's

Reg. U. S. Pat. Off.

NEWS FLASH

BORDEN'S BECOMES INK MAKER

The Borden Company has acquired the business of the Commercial Ink and Lacquer Company of Fair Lawn, N. J., and Whitehouse, Ohio. The new unit will be operated as the Ink and Lacquer Department of the Borden Chemical Company. Commercial Ink and Lacquer manufactures gravure and flexographic printing inks and varnishes used primarily by the packaging, laminating and furniture finishing industries. With the acquisition, Borden Chemical can now supply the paper converting field with a complete line of products, including adhesives for laminating and fabricating, chemicals for coating, and inks for printing.

2-60-20

BULLETIN BOARD SERVICE • PUBLIC RELATIONS DEPARTMENT • THE BORDEN COMPANY, 350 Madison Avenue, New York 17, N. Y. Printed in U.S.A.

News from all sections of the company appear on the bulletin boards in brief items such as this one about a new product.

tin boards during the first quarter. Posters also carried pictures of the prizes. All entrants were asked to include in 25 words or less "Why I like my Borden job."

Of the company's then 34,000 employees, 6832 entered the contest and some 4000 answered all questions correctly. We were gratified by this response, naturally; but of more importance was the fact that entries were received from every one of our 1200 plant and office bulletin board locations. Here was evidence that our bulletin boards got 100% distribution and were definitely being read.

Posters listing winners were mailed promptly and the top prize winners received additional recognition by having their "Why I like my job" essays published individually in subsequent posters.

So if you have bulletin boards in your company, consider the job they are doing for management and employees alike. If you don't, or if your bulletin boards are inadequate or old fashioned, consider again. It's likely that your company too can "say it with bulletin boards."

Armed Forces Standardize Microfilm

Engineering Data Micro-reproduction System Covers Films, Punch Cards, Aperture Cards

The Armed Forces, operating active files containing more than 50 million drawings, have set military requirements for microfilming engineering drawings and related data.

The standards and specifications released April 15, 1960, by the Department of Defense for its Engineering Data Micro-reproduction System establish uniform methods for microfilming and standard formats for data presentation.

These uniform methods and standard formats, the Defense Department said, offer great space, time, and money savings.

New possibilities for inter-service exchange of engineering data are opened through the use of microfilmed drawings and related data, the Department of Defense announced.

What does this mean to industry?

Military agencies using the specifications of the Engineering Data Micro-reproduction System will ask contractors to submit engineering data in 35mm roll microfilm and punch cards. From the microfilm and punch cards, such military agencies make aperture cards to distribute engineering data for the procurement, maintenance, and supply of the nation's weapons systems.

In addition, other military agencies may require contractors to submit completed aperture cards. In these cases, the master microfilm and distribution copies are furnished in mounted aperture cards.

For More Information Circle No. 309

Even now, a number of prime contractors and sub-contractors are using a portion of the newly-adopted specifications and standards. For them, the new requirements will be integrated into existing programs.

Many contractors, anticipating the standards and specifications, have held microfilm programs in abeyance. Their engineering departments now have a ready-made set of instructions for upcoming programs.

The new standards and specifications are expected to have a cumulative effect. As more companies have microfilm equipment, industry will intensify its use of microfilm for distributing data. Even before specifications were announced, prime and sub-contractors were exchanging engineering data in microfilm format.

Industry helped set standards

Compatibility with industry is the keystone in the new standards and specifications of the Department of Defense. Industry originates much of the engineering data used by the DOD. Industry, in helping to set requirements, has created instructions that can be used for its own operations.

Standards cover broad areas

The standards and specifications documents already released are:

MIL-M-9868, Microfilming of Engineering Documents, 35mm Requirements for;

MIL-P-9879, Photographing of Construction/Architectural Drawings, Maps and Related Documents, 105mm, requirements for;

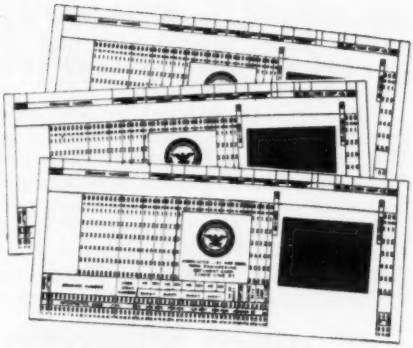
MIL-C-9877, Cards, Aperture;

MIL-C-9878 Cards, Tabulating and Aperture for Engineering Data Micro-reproduction System;

MIL-STD 804, Formats and Coding of Tabulating and Aperture Cards for Engineering Data Micro-reproduction System;

MS-21319, Gage, Aperture Cards No. 201-1.

Interim Federal Specifications cover



silver halide, diazo-type, and heat developing microfilm.

The complete Department of Defense standards and specifications cover:

- The raw film stock used in microfilm;
- The methods and techniques of microfilming engineering data for the Armed Forces;
- The formats of the tabulating cards used to generate aperture cards;
- The formats of the aperture cards used as carriers for the microfilm data;
- The methods and techniques of mounting microfilm into aperture cards;
- The wide range of equipment to be used in the micro-reproduction system. This equipment includes microfilm cameras, testing equipment to inspect filmed engineering data, film mounters, film printers, and print-out units.

3M makes microfilm so easy to use

You can depend on 3M's continuing research, precision manufacturing, and standards-compatible products to make microfilm so easy to use.

FILMSORT Aperture Cards and Copy Cards, long used by Government and industry, are designed to meet the specifications and standards for the Engineering Data Micro-reproduction System. And now, to speed your use of

(continued)

For More Information Circle No. 309

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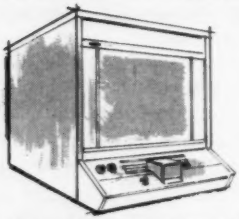
FILMSORT Microfilm Copiers, Mounters, and Readers are designed exclusively for Filmsort Aperture Cards. They are engineered to make your microreproduction system profitable.

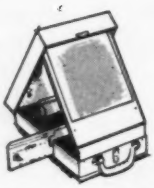
THERMO-FAX "Filmac 200" Reader-Printers make microfilm practical for industry and Government. The advantages of a reader and a printer are combined in one compact, low cost unit. Huge viewing screen . . . simple push-button operation . . . you can obtain copy after copy in 18″ x 24″ size, or half size prints, of engineering drawings and records from microfilm in FILMSORT Aperture Cards. The "Filmac 100" Reader-Printer delivers 8½″ x 11″ copies in seconds.

For more information about the new Defense Department microfilm specifications and how they affect your business, mail the coupon right away.

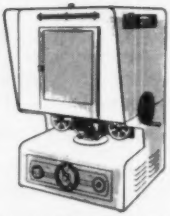
Modern Microfilm Products from 3M



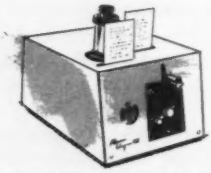
THERMO-FAX "Filmac 200" Reader-Printer



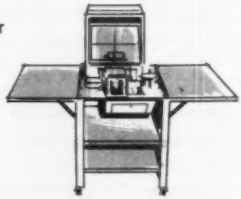
FILMSORT "Inspector 50" Reader



THERMO-FAX "Filmac 100" Reader-Printer



FILMSORT "Uniprinter" Copier



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For More Information Circle No. 309

How the Architect Plans a Modern City Office Building

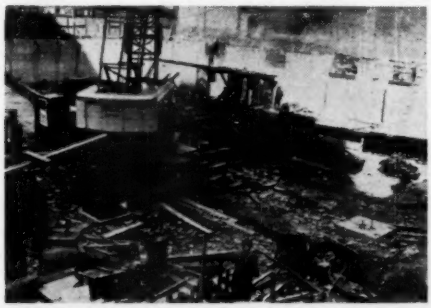
ROBERT L. BIEN, A.I.A., New York

FOR THE ARCHITECT, "variety" in office buildings is beginning to assume a new and broader meaning. Not too many years ago, a client's request for variety meant that he wanted a variation in exterior design; a façade that would catch the eye. The interior was pretty standard: enough room for private offices and the usual large area for general office work. But today we are in an era of specialization, a period dominated by economic considerations, *i.e.,* the cost factor. This consideration overrides all others when an architect begins to plan an office building.

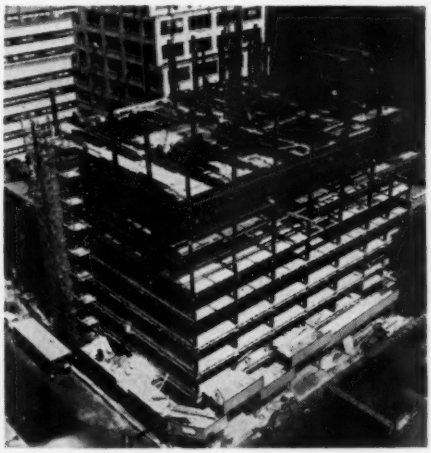
The cost of land is at a record-high level. Few persons outside the field are aware of the sharp rise that has swept through the major business areas of Manhattan during the past 20 years. Corner plots that cost $50 a sq. ft. in the 30's are competitively sought premium sites which builders vie for at as much as $200 a sq. ft.

Giving impetus to the rising cost spiral are the strides that have been taken in technological progress. This competition, in turn, is hastened by a growing awareness of what might be termed "esthetic utilitarianism" by executives who seek new offices for a variety of reasons. Among these is the need for larger quarters to meet the demands of business expansion.

Another reason is the need to move into more efficient quarters—buildings that are fully airconditioned, that are wired to meet the demands of electronic office equipment, that provide sufficient light for efficient work, that have faster elevators and, not the least among the reasons, the "right" address. This location consciousness is a characteristic of business today and a prime



Above: Excavating for the American Home Products building in midtown New York.



At right: Modules were drawn with emphasis on flexibility for all offices in the new structure.

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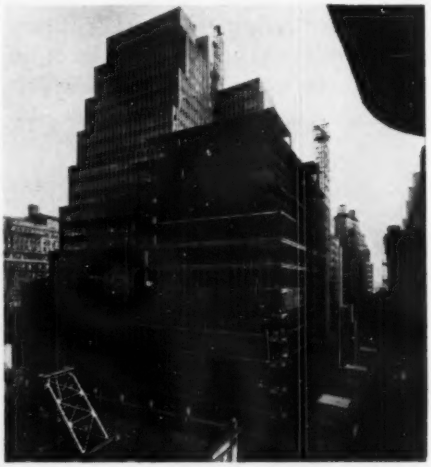
For More Information Circle No. 453

relocation factor in the ever-shifting decentralization pattern in major cities. There is more than a keeping-up-with-the-Joneses motive in these shifts. For practical reasons, many companies in the same or related fields find it competitively advantageous to be near each other, and to have offices that are dressed attractively — for competitive reasons.

A key word here is "trend." It is a euphemism for the rapidly growing awareness of management that the "right" address is becoming a major factor in successful business. Attesting to the popularity of this trend, or awareness, is the transition on Park Avenue north for about 15 blocks from 46th St.; the new as well as the remodeled buildings in the financial and insurance center downtown, and the emerging big business areas in the midtown section of Third Avenue, plus other new towers in enclaves through-



About $1 million in steel was saved on the 31-story Crum & Forster Building by wrapping it around an existing 20-story building.

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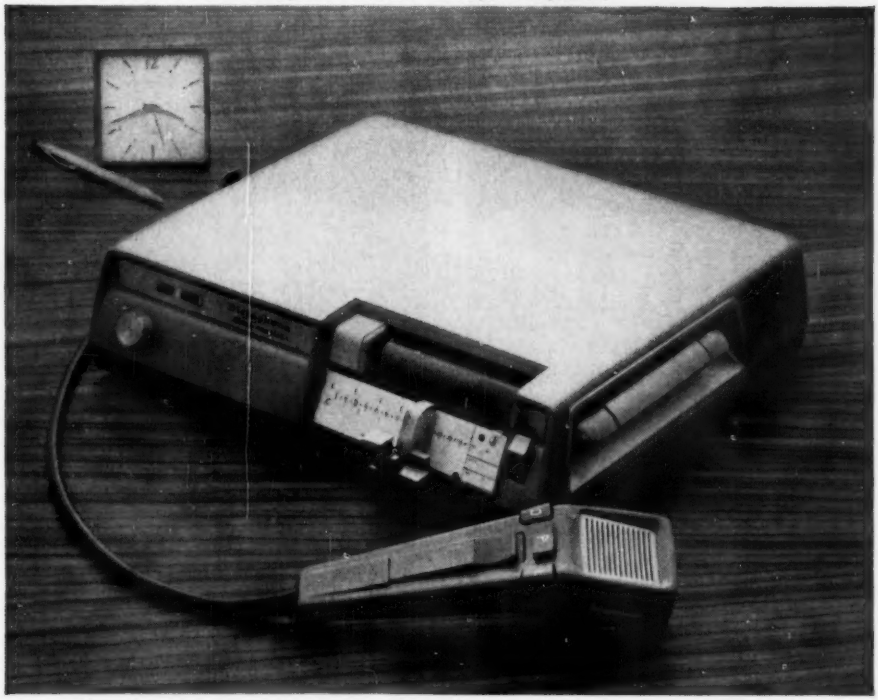

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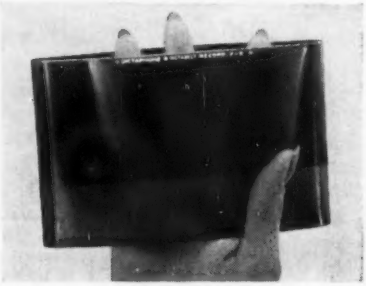
You concentrate on what you say. Nothing distracts. Find out for yourself how much time you can save with a Time-Master. Call your nearest Dictaphone office for a demonstration.



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Dictaphone Corp., 730 Third Ave., N.Y. 17, N.Y.; 204 Eglinton Ave. E., Toronto, Canada; 17-19 Stratford Pl., London W.1, England.

For More Information Circle No. 268

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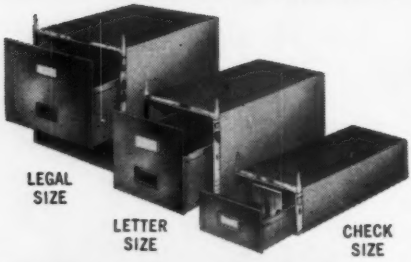

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For More Information Circle No. 431

Reception area in the executive office section of the 110 William St. Building.

out Manhattan.

Nor is the right address limited to location. It also means a particularly attractive structure, one in which appearance will be combined with the latest equipment, techniques and services in a layout that will be pleasing to the eye and the mind as well as to the physical needs of the people who will spend at least a third of their lives in it. This is the challenge confronting today's architect.

Here is how it is being met. We will take two types of buildings. In one, nearing completion, we had to design it to be occupied by a single company with five or six subsidiaries, each of which required a layout peculiar to its individual operations. Yet, in the overall design, the layout had to contribute to a coordinated operation. In the other building, completed a few months ago, the requirements of several tenants had to be met, while we were concentrating on the needs of the major owner-occupant in the structure.

The first structure is the 25-story American Home Products Building at

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Receive a gleaming, American silver dollar encased in a handsome block of jewel-clear Lucite. No printing or advertising. A distinctive, where-can-I-get-one-like-it conversation piece for your desk or home.

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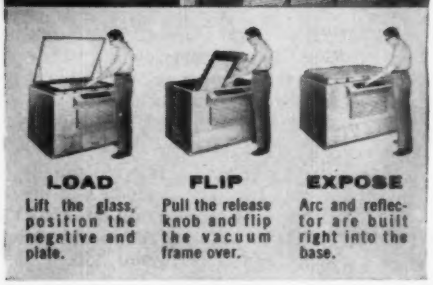

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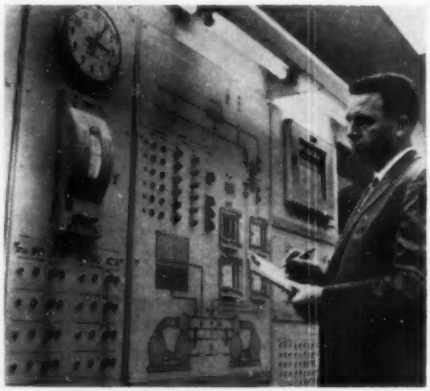
For More Information Circle No. 430

685 Third Avenue, occupied by the company whose name it bears. Before our final plans came off the drawing boards, we worked extensively in the multicharacter role of architect: we were first, of course, the designers of the building. But we also had simultaneously to wear many other hats—all of which fit us like a glove, to mix a metaphor. We were economist, salesman and lawyer, coordinating these requisite abilities to produce a structure that met current needs and was adaptable for growth over a long period of years. During this effort, we worked closely with executives and engineers of American Home Products, listening to their requirements and adapting our abilities to them.

In the case of this building, special modules were drawn up with emphasis on flexibility. The parent concern had its own space requisites. In addition, each subsidiary required special attention. For example, some of them needed display areas which could be



Control panel in the Crum & Forster Building enables one operator to adjust climatic conditions in any part of the building.

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rearranged to meet market demands. This meant emphasis on designs peculiar to the needs of each subsidiary.

Unlike offices which do not require indoor eating facilities, American Home Products and its subsidiaries had to have a cafeteria that would accommodate all employees. This meant planning not only for the dining area and the kitchen, but for an exhaust shaft as well.

In just this one requirement, we have an example of the many adjustments and changes that have to be made in planning before the final blueprint is executed (designing a cafeteria sets off a ripple of related design demands). This causes numerous alterations of original planning, not only on the floor where the cafeteria is to be located, but elsewhere in the building, involving ventilating systems, electrical wiring, water supply and special lift systems beyond the freight and elevator shafts. We also installed an extensive vertical conveyor system for moving mail and inter-office papers, eliminating the need for messengers and contributing to more efficient elevator operations by reducing traffic.

In the second structure, the Crum & Forster Building at 110 William St., we were confronted with, and again met, a challenge. Here we found emphasis on the contrast of the comparatively simple structures which our predecessors designed, with the structures that today reflect the strides taken in the electronic age and the specialization that goes with it. Not only had we to design a new building, 31 stories high, but we had to wrap it around, L-shape, an existing 20-story building. With cost the most determinative feature in today's record-high index of construction, we saved about $1 million in steel by not demolishing the old structure. This, despite the fact that $200,000 was expended on gutting the interior of the existing building.

A factor leading to our decision not to demolish the old structure was the

Typical clerical work area of the Crum & Forster Group of Insurance Companies. Exacting paperwork made maximum light, natural and artificial, a prime consideration for the architect.

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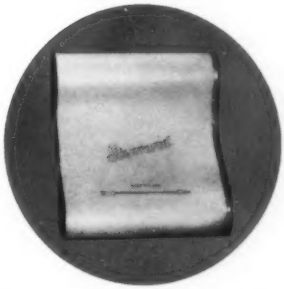

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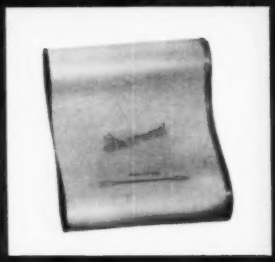

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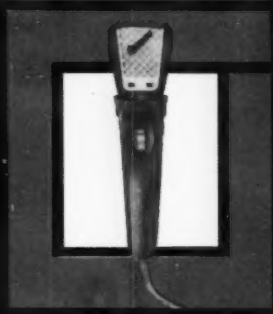

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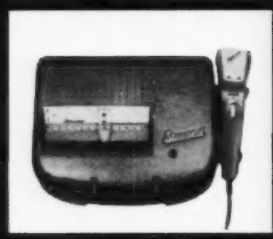

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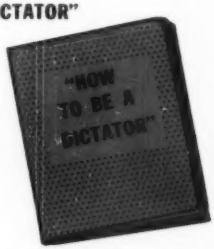

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New York City zoning ordinance. Under the new law, we could not get the bulk space we wanted. A completely new construction project would have resulted, therefore, in a substantial loss of actual on-site building.

While a time-table is obviously indispensable on any construction job, it was particularly important that we adhere strictly to it for the sake of tenants as well as for ourselves and the contractors. One tenant was most anxious that we move along on the project with all possible speed. This was a bank that had occupied a street floor section of the old building, and still does. All the while we were tearing away at the old structure, the bank continued doing business. Why didn't the bank move out until the whole job was finished? The history of bank moving has shown that that is one way to lose customers fast, even though repeated announcements are made that the move is temporary. So the bank stayed and, when the whole project was completed, it had twice as much space as before.

The tenants in 110 William St. are predominantly insurance companies, including the owner occupying seven floors. Despite talk of decentralization, these firms are staying in the area which is really the insurance center of the nation, except for some life insurance

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companies that have long been uptown.

We drew our overall design of the building with the insurance companies in mind. This necessitated, because of the heavy clerical work involved, maximum light, including natural light which requires extensive window areas, in addition to an exceptional amount of fluorescent overhead and desk light.

Incidentally, the annoyance that attended window-cleaning is gone. Instead, windows are cleaned on the inside in the off-hours, when people are away from their desks, and on the outside by men on scaffolds. When windows have to be opened (rarely in today's airconditioned offices), such is their design that no wind or breeze blows in.

In-building feeding necessitated not only dining rooms to accommodate many hundreds of employees, but lounges and restrooms. These are vital installations, sometimes decisive in retaining employees who have no desire to leave their own building for restaurants that are elbow-tight from noon until after 2 p.m. Not only did we design one cafeteria, we planned two; the second to meet the same needs of another major insurance company in the building.

A third insurance company tenant required its own private entrance and an escalator to its second-floor offices. Here, again, there was a departure from the standard design of an office building which ordinarily has a main tenant entrance, and perhaps a delivery entrance.

The core of 110 William St. had to

(Continued on page 255)

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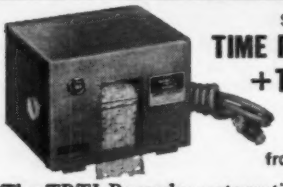

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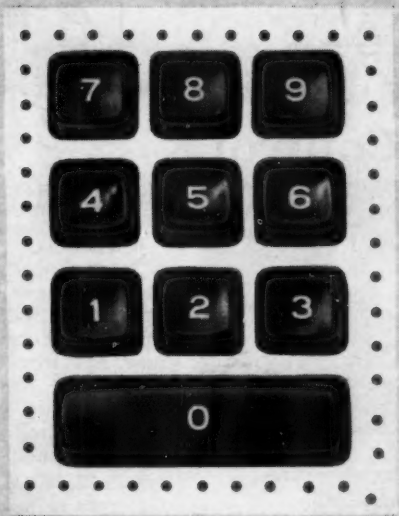

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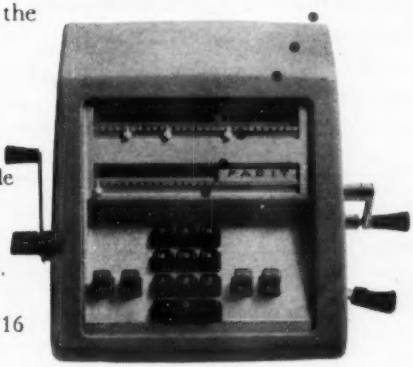

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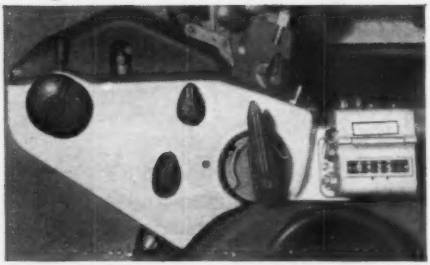

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NEW Books

HOW TO CHART FACTS FROM FIGURES WITH GRAPHS by Walter E. Weld. Codex Book Co., Norwood 19, Mass., 218 pp. with index, $3.14.

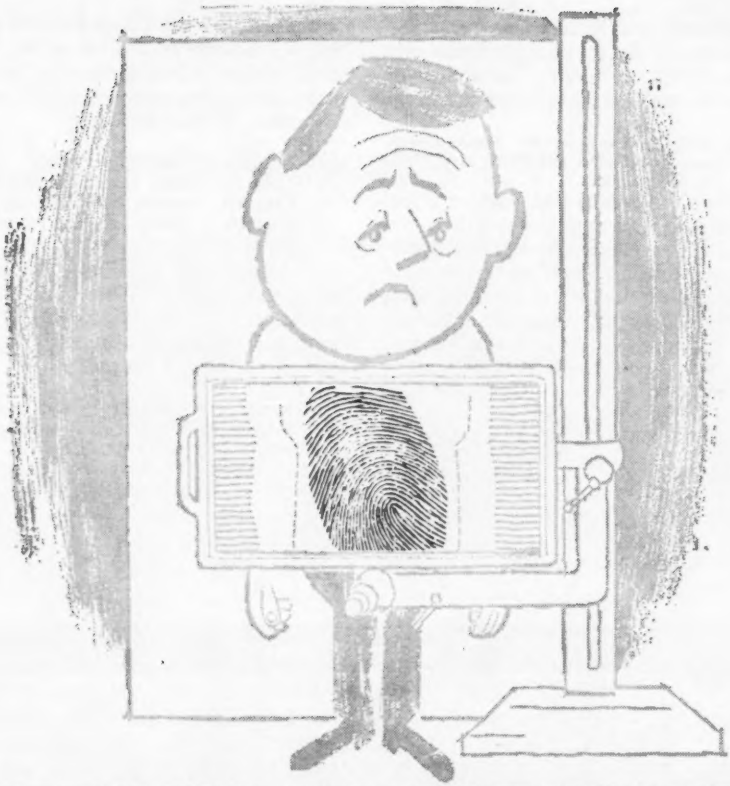
When properly made, charts and graphs can be effective management control tools that are generally more easily understood than long, wordy reports. Mr. Weld tells how and why to use different types of charts. He explains and illustrates how to make each kind. He also shows examples of good and bad charts. The book is an ideal basic text which should prove invaluable to a beginner and worthy of reference by persons with more experience in constructing charts and graphs.

EMPLOYEE DISCIPLINE by Lawrence Stessin. Bureau of National Affairs, 1231 24th St., N.W., Washington 7, D.C., 315 pp. $7.85.

A guide for management and labor, alike, to the necessary rules that employees will accept as reasonable and so keep disciplinary grievances to a minimum. For companies whose personnel are not represented by a union, it provides many pointers for just dealing in corporate discipline. For unions, it helps grievance chairmen decide when to appeal, what arguments can be applied, which way the wind will blow if case comes to arbitration.

ACCOUNTANTS' COST HANDBOOK. Ronald Press, 15 East 26th St., New York 10, $15.

A detailed analysis of programs and policies found most effective in controlling and reducing costs. This book's scope is such that it provides a plan of attack for most cost finding situations under most types of cost setups. Includes 20 sections covering cost system design, improvement and operation, plus over 400 charts,



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graphs, forms and material on recent developments in direct costing, break-even analysis, EDP, accounting for return on investment and intra-company transfers.

ERROR GUIDE by Silas W. Bond. Greenwich Book Publishers, 489 Fifth Ave., New York 17, 60 pp., $2.

A system for finding transposition errors in mathematical computations. Better editing would have made this easier to understand and some of the type might have been set larger for faster reading since many pages have more margin than type area; some are folioed but blank. Nevertheless the system should be useful when understood.

HOW TO BECOME A SUCCESSFUL EXECUTIVE by Eugene J. Benge. Frederick Fell, Inc., 386 Park Ave., South, New York 16, 337 pp., $4.95.

Analyzes and explains an executive's day-to-day problems, such as personnel, administration, overhead, policy, expansion, etc. Contains useful hints on what an ambitious executive should know, do, be and have. Offers a bibliography of pertinent books, as well as courses, seminars and lectures, plus 50 case histories.

MANAGERIAL SKILLS FOR SUPERVISORS by Glenn Gardiner. Elliott Service Co., Mt. Vernon, N.Y., 142 pp., $3.95.

Blueprints a program for developing managerial skills: how to manage your time, plan, make decisions, handle communications, talk effectively, write memos and reports, read more rapidly, sell your ideas, judge people, exercise authority, develop others and yourself.

CLERICAL JOB GRADING. Office Management Assn., 56 Victoria St., London S.W. 1, England, 91 pp., 35s.

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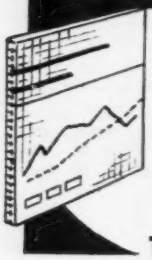

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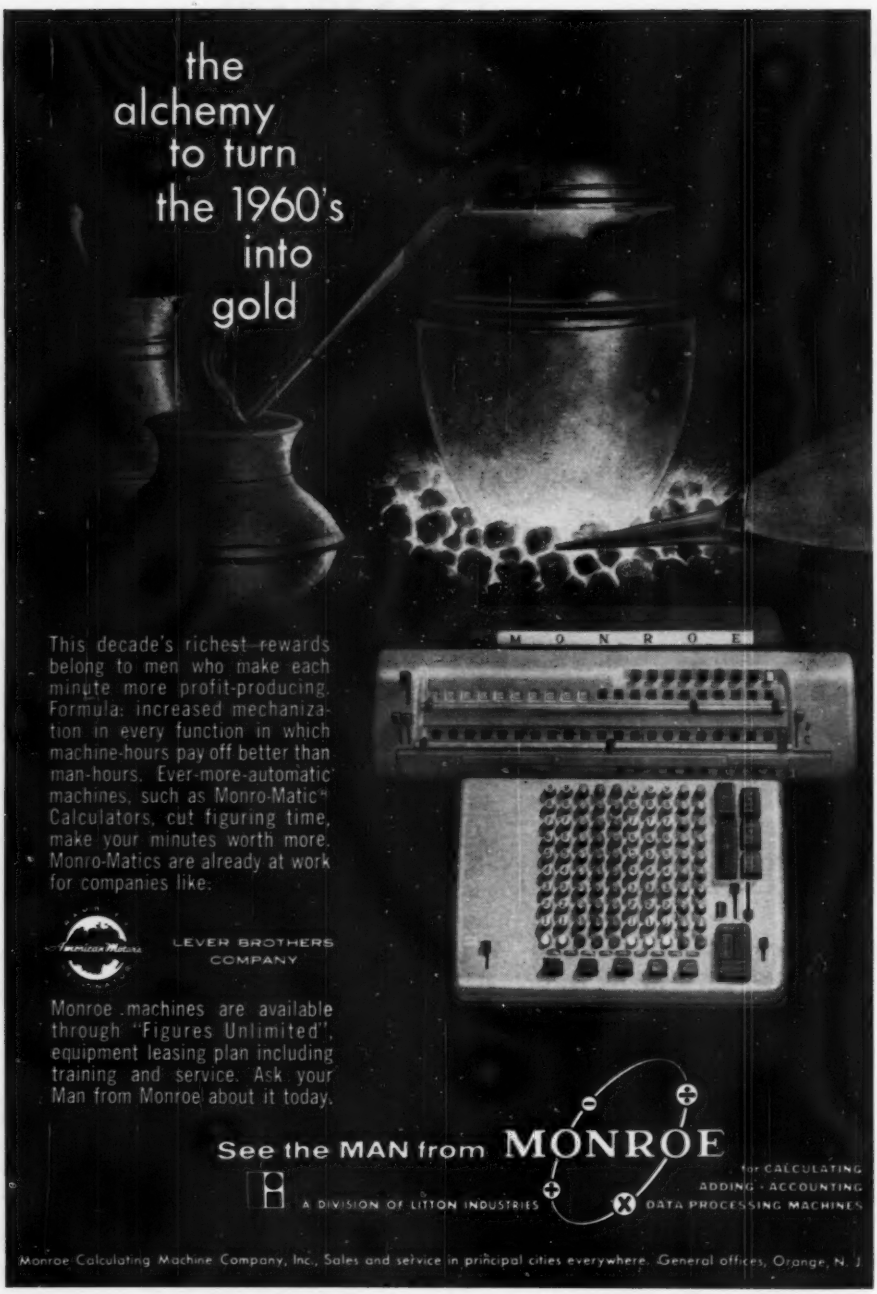

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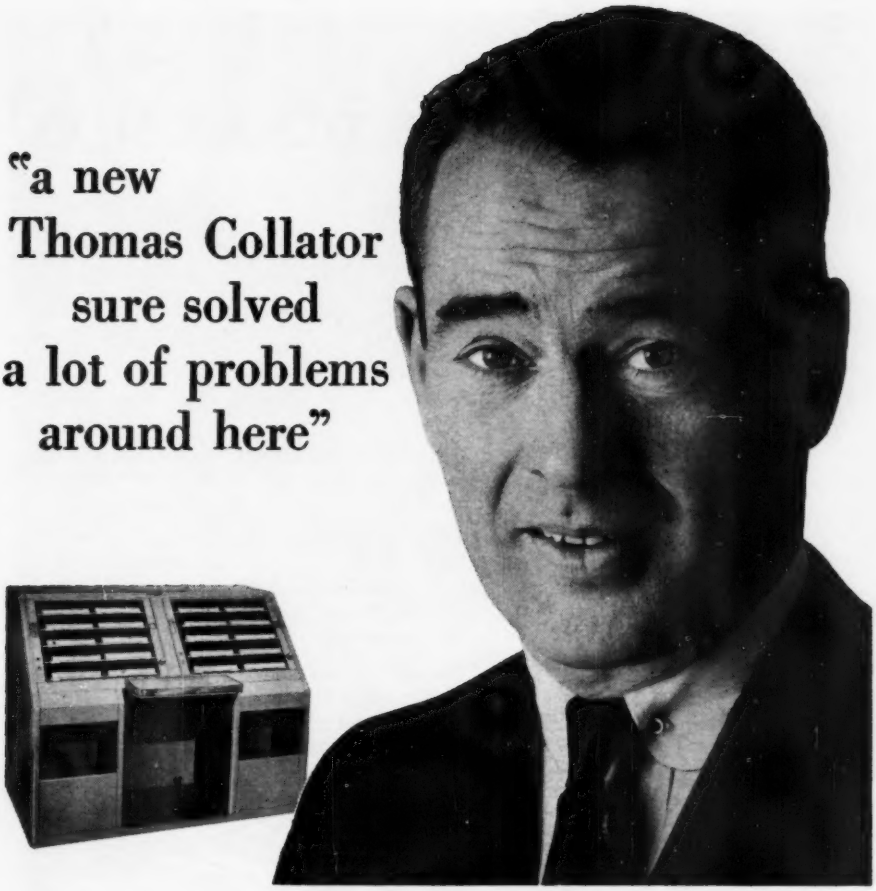

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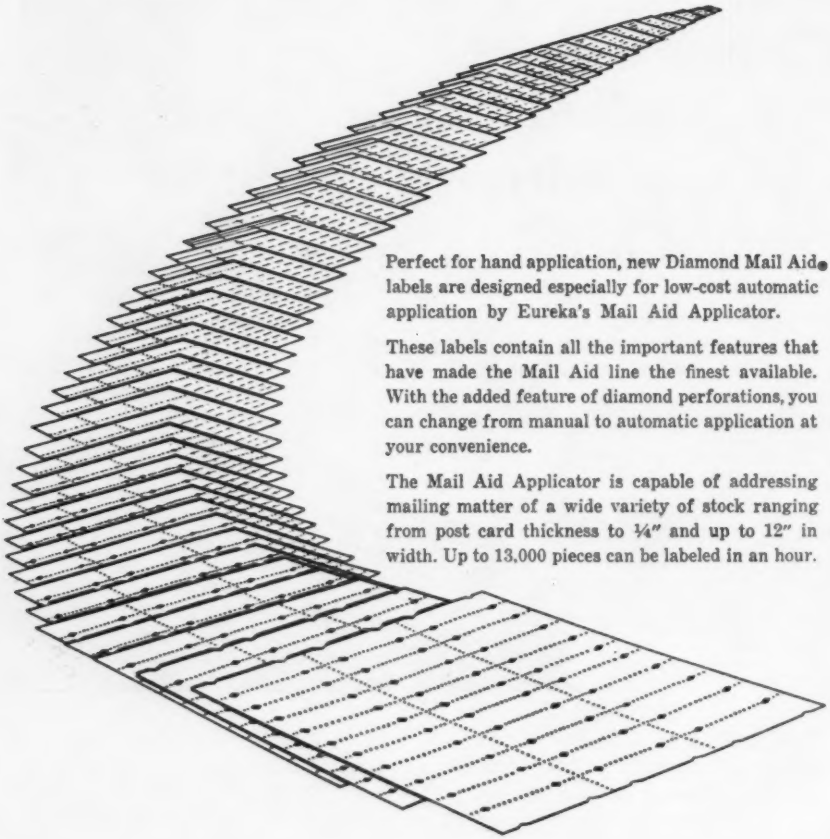

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Columbia Ribbon & Carbon Pacific, Inc., Duarte, California

For More Information Circle No. 281

"Right Arm" of Top Salesmen

Stebco "FLAT-TOP"

CATALOG and SALES CASE

in Tufide

LOOKS like leather **FEELS** like leather...

OUTWEARS leather 5 to 1...

UNCONDITIONALLY Guaranteed 5 years!

Another sure way to beat the profit squeeze . . . you get **maximum** capacity at a **minimum** cost in this Stebco TUFIDE "Flat-Top" Catalog and Sales Case. You get modern box type construction and two expanding pockets, for full view and easy access to contents. Built to last 'til **1970** or longer . . . thanks to Stebco's patented features, such as **Safe-T-Edge** guaranteed not to break; holds case in perfect shape. See and compare the TUFIDE "Flat-Top" Catalog and Sales Case at Office Supply, Luggage and Department Stores.

Also custom built with inside changes to meet your special needs.

STEBCO PRODUCTS, Chicago 7, Ill.

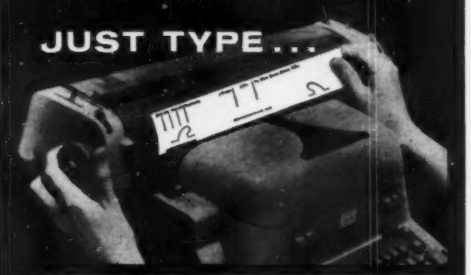
For More Information Circle No. 251

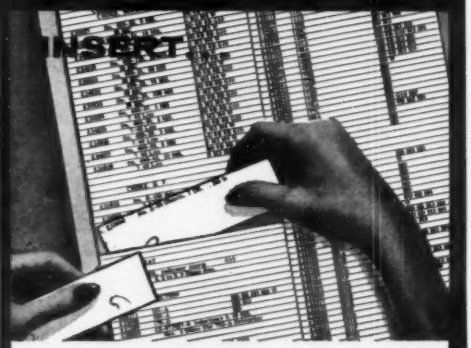
MAKE SHORT WORK OF LONG LISTS!

ACME VISIBLE PHOTO PANELS

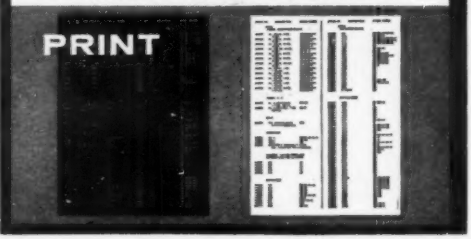
Just slip in a new card instead of retyping a whole list

Make changes in minutes! Each item on your price or parts list . . . your catalog, directory or index is typed on a separate card. This slips securely into an Acme Visible Photo Panel . . . ready to be photographed for duplicating. No type to set. And, to make changes, just remove old cards, type and insert new ones. No redoing. Acme Visible can also prepare and maintain lists for you. Send coupon for details.





Photograph or photostat panel . . . print with standard office duplicating equipment



ACME VISIBLE

Acme Visible Records, Inc.
2206 West Allview Drive, Crozet, Va.

Please send free booklet on Photo Panels for time saving preparation of directories, catalogs, price and parts list, etc.

Name_____
Title_____
Company_____
Address_____
City_____ State_____

For More Information Circle No. 249

WHY BUY "JUST ANOTHER" PHOTOCOPY MACHINE?

see the *Photorapid* ELECTRA

...THE MOST VERSATILE PHOTOCOPY MACHINE IN THE WORLD!

Now the new Photorapid Electra combines *all* office copying operations with quality and speed unequaled by any other machine!

1. Makes sharpest **single** copies of anything the eye can see!
2. Makes **three to twelve perfect copies** from a **single** negative with new Photorapid Multicopy Paper. No special chemicals! No extra attachments!
3. Makes **aluminum offset plates**! Using the Photorapid MAGI-PLATE, you can make perfect plates right in your own office in just 60 seconds for just 39¢ each! Makes up to 40,000 copies! The cleanest plate-making process ever developed!

MAGI-PLATE and MULTICOPY are manufactured for PHOTORAPID CORPORATION by Gevaert Photo-Producten N.V., Mortsel-Antwerp, Belgium.

FREE TRIAL IN YOUR OFFICE OR PLANT!

Call, wire or mail coupon to your nearest Photorapid Division Office.

Photorapid **CORPORATION**

EASTERN DIVISION
Dept. 0-10
236 Fifth Ave., New York 1, N.Y.
MUrray Hill 9-3676

CENTRAL DIVISION
Dept. 0-10
3620 Oakton St., Skokie, Illinois
JUniper 8-1600

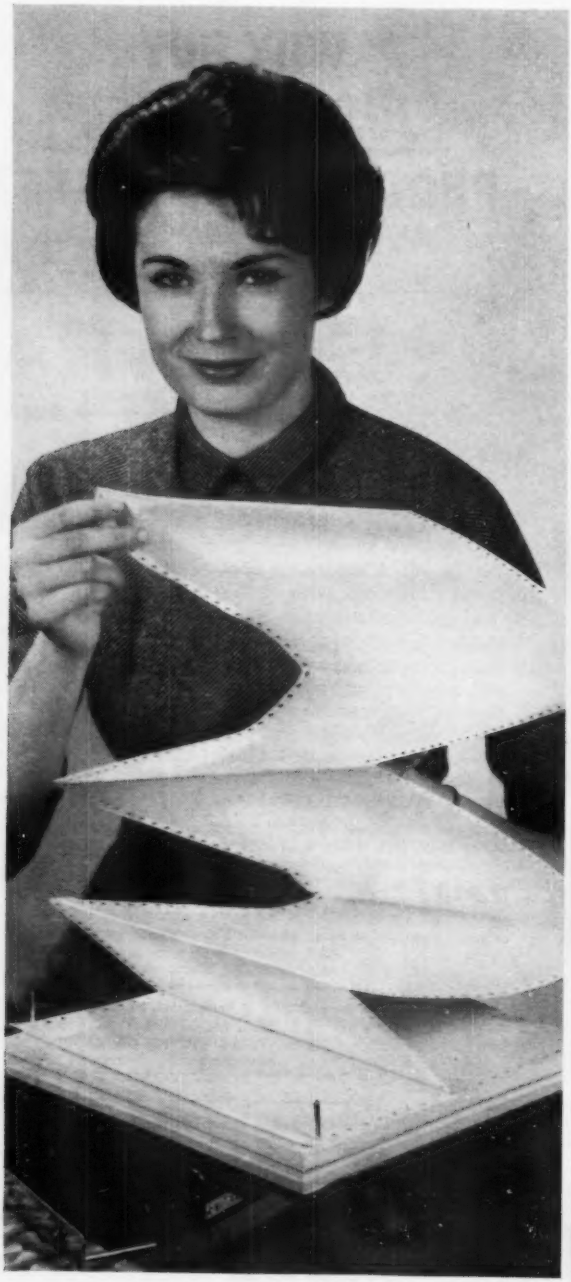
WESTERN DIVISION
Dept. 0-10
142 Oregon St., El Segundo, Calif.
SPring 2-2311 • DUnkirk 5-7291

We would like a free trial of the PHOTORAPID ELECTRA, MULTICOPY AND MAGI-PLATE in our office without obligation. Dept. 0-10

Name _____
Title _____
Firm Name _____
Address _____
City _____ Zone ____ State _____
Phone _____

DEALER INQUIRIES INVITED

For More Information Circle No. 250



Now you can house both burst and unburst forms – simply, efficiently, at low cost – with

McBEE MARGIN MASTER "TWINS"

No bursting, hole-punching or stripping required for unburst forms – four posts prevent tearing. No extra punching at all for burst forms – simple transfer bar speeds record removal and filing. Unobstructed visibility right to the inner edge of forms. All hardware is contained within the covers for neat, convenient shelf filing of your record "library". No protruding posts can mar your office furniture. Flat back allows large, easy-to-read label holder for quick shelf reference. McBee Margin Master "Twins" are the complete answer to housing *all* your marginally-punched forms.

McBee binders are unconditionally guaranteed for one year. Stock sizes in a great variety of binder styles are maintained for immediate delivery. Call your Royal McBee Data Processing Representative, or mail the coupon for complete information.

ROYAL McBEE · *data processing division*

NEW CONCEPTS IN PRACTICAL OFFICE AUTOMATION

Royal McBee Corporation
Data Processing Division, Port Chester, N. Y.
Please send me complete information on the
McBEE MARGIN MASTER "TWINS."

NAME_____

COMPANY_____

STREET_____

CITY_____ STATE_____

For More Information Circle No. 266

another FIRST with FASTER SERVICE for YOU, the dealer...

ROGERSNAP RUSH-UP 24 HOUR QUOTE SERVICE

...on custom snap forms!

You no longer need be confused by complex ORDER FORMS, PRICE SHEETS and QUOTATION RESPONSIBILITIES—plus the LONG WAIT for confirmation!

ROGERSNAP now services dealers with NEW EXCLUSIVE "RUSH-UP 24-HOUR QUOTE SERVICE" . . . and we pay the AIR POSTAGE both ways! Write NOW for your special RUSH-UP kit and stickers.

If you aren't already a ROGERSNAP representative, ask for our dealer plan on how YOU can make more money easier with FASTER service to your customers.

ROGERSNAP BUSINESS FORMS

P. O. BOX 10425 DALLAS 7, TEXAS

For More Information Circle No. 272

your complete line of money-makers:

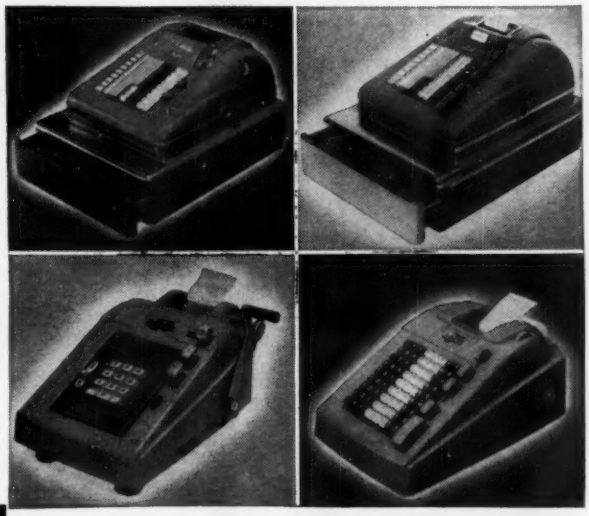
itemizing cash registers adding machines • safes

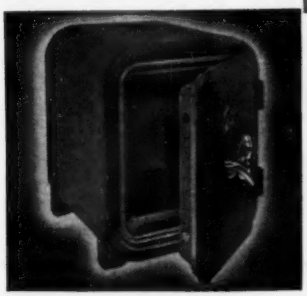
Here is the opportunity of your lifetime! The complete line of low-priced REGNA cash registers and adding machines means: PROFITS, PROFITS and more PROFITS!

Fascinating, jet-aged models meet every demand of today's and tomorrow's business-builders. Choice of electric, hand, 10-key or full-keyboard.

Send today for information and literature.

Move fast — it's profitable!





JOELI fireproof safes, of revolutionary new design, sweep the world with fantastic sales success. Several sizes and models available.

In Canada: Regna Cash Registers of Canada Ltd.
704 Notre Dame St. W. Montreal, Que.
OUTSIDE CONTINENTAL U.S.:
Jorgen S. Lien, Box 522, Bergen, Norway

It's low-priced! It's profitable!
Mail the coupon. Mail it today.
Mail it NOW!

REGNA CASH REGISTERS INC.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:

Please rush more information on the complete line of REGNA cash registers, REGNA adding machines, Joeli fireproof safes, and outline advantages of becoming an independent Regna-Joeli Dealer.

NAME .....

ADDRESS .....

CITY .....

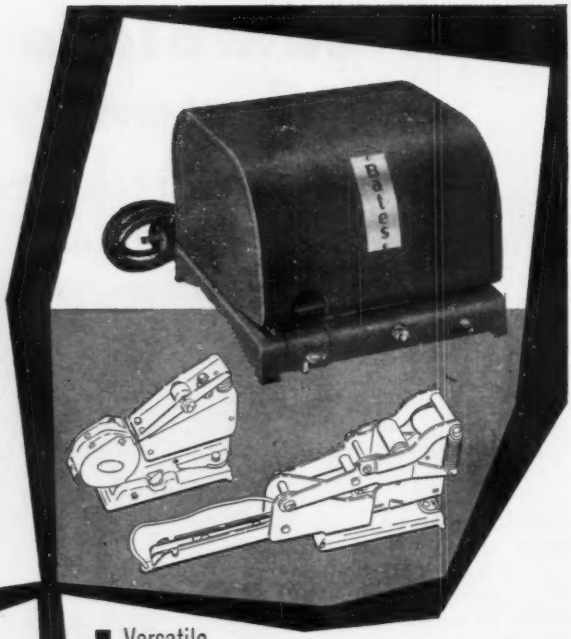
ZONE ..... STATE .....

For More Information Circle No. 296

LIGHT DUTY
HEAVY DUTY
DOUBLE DUTY

BATES ELECTRIC STAPLER

MODEL C-H30



- Versatile
- Staples everything from 2 to 100 sheets
- One electric unit with interchangeable Model C and H-30 electric heads*
- For everyday use: "C" head with 5,000 brass staples to a load
- For heavy duty jobs: "H-30" head using high-carbon, chisel-pointed staples, up to 100 sheets. Holds 140 staples—¼", ⅜", ½"
- Only seconds to change heads

*May be purchased with either or both of above described heads.

Bates '56' Electric . . .
Automatic, staples at touch of paper. Standard staples, adjustable depth gauge. Removable, interchangeable stapling unit. Soundproofed.

Write Dept. 3 for literature and prices.

the **BATES** manufacturing co.
Orange, New Jersey
New York Office, 63 Vesey Street, New York 7

For More Information Circle No. 317

4/E

new economy adding machine by addo-x

economy priced to save you money—4-way guarantee and continuous-duty design assures long trouble-free service———the famous "addo-x" features include: direct subtraction—repeat add and subtract—total and subtotal in red—direct-action function keys—symmetrical, interlocked keyboard———7/8 capacity see your dealer or write: "addo-x" 300 Park Ave. NY 22

sensationally low list price $198.50

For More Information Circle No. 287

If you don't know *where* to get the best possible stapling equipment for your office staff, let Swingline help you! We're going to let you *try* the wonderful equipment made by Swingline, world's largest manufacturer of staplers for home and office!

We make a stapler for *every possible need in your office*! Our completely automatic electric stapler requires only a feather touch to do tons of fastening work. Master desk stapler? No. 4 holds 210 staples—loads instantly with our exclusive open channel. No. 27 is a rugged model; can be imprinted with company name. Versatility? No. 77S staples, tacks, pins, fastens and stores 500 staples. Small office? No. 99 is specifically for you—yet holds 105 staples for ready action.

Only Swingline staplers guarantee split-second loading, jam-proof performance! Sensibly priced, too.

But we said we'd let you try Swingline—and we *meant* it. Call STillwell 4-8555 today. We're prepared to send you the stapler that answers your individual need for a FREE 10-day trial. (And...if you send a request on your letterhead, we'll be pleased to send you, FREE, Swingline's modern, easy-action staple remover!) No obligation, we might add.

Swingline INC. LONG ISLAND CITY 1, N. Y.

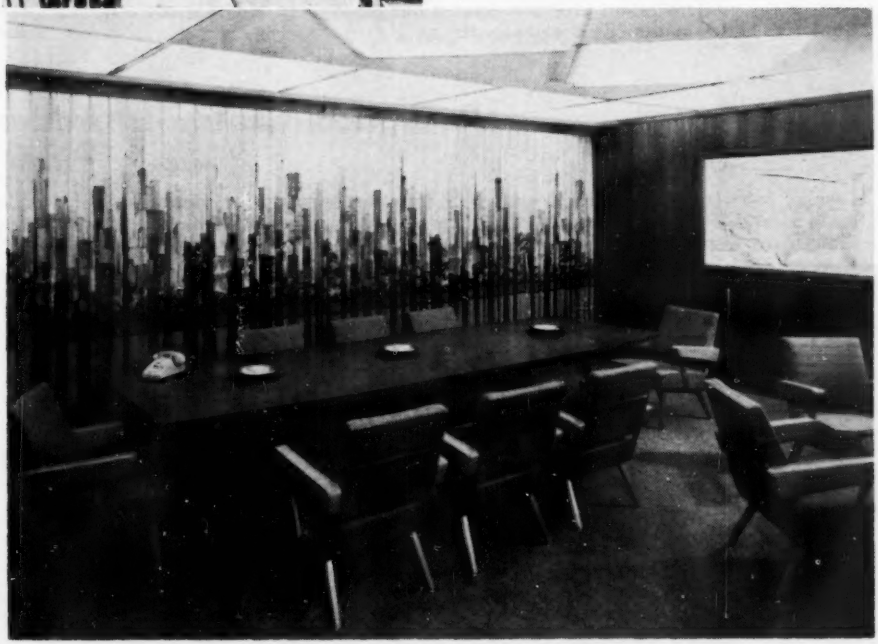
No. 27

World's Largest Manufacturer of Staplers for Home and Office • In Canada: Saxon Office Equipment, Ltd., 156 Evans Avenue, Toronto 14, Canada

For More Information Circle No. 313

Camera!

Baltimore County Fire Bureau has microfilmed maps of its 615 sq. mile area mounted in Filmsort aperture cards. When alarm comes in, dispatcher selects correct card and puts it into a Surveyor reader to give responding fire companies complete road directions. Bureau is contemplating microfilming plans of electric, gas and water lines in large buildings to aid in fighting fires. Deputy Chief F. Lee Cockey (standing) is shown here talking to Charles S. Burk, communications superintendent.



New conference room of Empire District Electric Co., Joplin, Mo., has an Italic Styling table and Goodform 300 line chairs by General Fireproofing Co. Installation was by Joplin Printing Co.

Entrance to the two-story reception center of Eastman Kodak Co. in Rochester, N. Y., part of the modernization program carried out throughout Kodak's office headquarters. Center has latest audio-visual equipment.

Reception Center Is Added

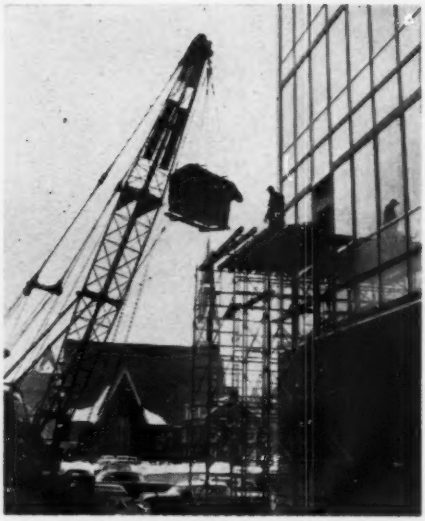
Display room where fine prints and color transparencies can be viewed and studied by customers and other visitors. Ceiling provides pleasantly low light level to accent the illuminated displays. (See opposite page.)

Second-floor conference room has a walnut ebonized table seating 24. Walls are cherry wood. Sliding doors conceal a motion picture screen and a magnetic-chalk board. Power supply for electronic flash is built into baseboard.

to Eastman Kodak's Offices

Adjoining conference room are three assembly areas separated by movable walls. Portable lecterns are connected to movable projection centers so that both speakers and projectionists can control presentation apparatus and lighting.

Michigan National Bank Automates Its Procedures



Burroughs check sorter is hoisted into the new electronic processing center of Michigan National Bank in the recently opened Stoddard Building, Lansing, Mich. According to Leonard M. Selden, vice president, who heads the center, already 75% of the bank's checking accounts use MICR encoded checks and deposit slips.

The sorter will be used with Burroughs 128 encoders, amount and account printers, bookkeeping and accounting machines producing punched tapes, and a Burroughs 220 electronic computer. When in full operation, the new center will process all commercial and savings accounts and loans for 430,000 customers.

New Offices of Kroger Co.

Kroger Co., large supermarket chain, recently moved into the new 23-story Kroger Building in Cincinnati. Mist green Steelcase desks with matching Textolite tops and Steelcase chairs in mist green with persimmon Naugahyde upholstery are shown in the firm's planning department. Tan vinyl tile floors and beige fiberglass drapes add to the restful decor.

Office of C. E. Armstrong, Kroger vice president, has the Stow & Davis Sigma group in brown walnut. Chairs are in top-grain leather. Carpet is Cherry Valley ashwood tweed, drapes beige fiberglass with Elenhank Designers' Tall Trees pattern on end panels. All furnishings for Kroger offices were supplied by C. Loth, Inc., Cincinnati.

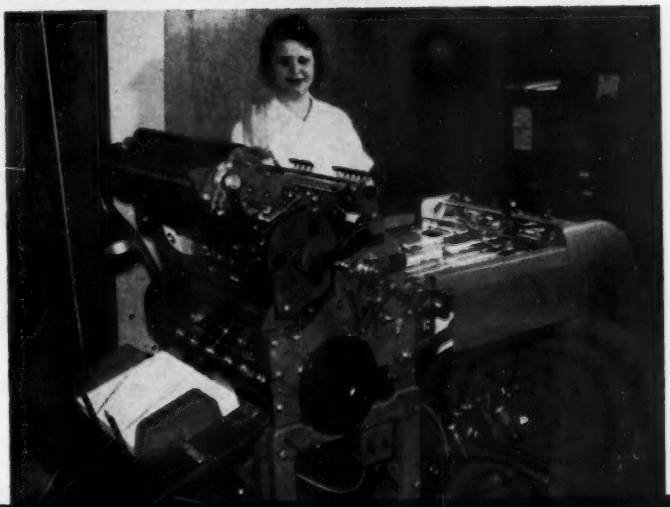
Paging equipment by DuKane Corp., is used by Kearney Div., Rockwell Mfg. Co., Kearney, Nebr., to reach all areas of its 180,000 sq. ft. of floor-space. Control panel provides switching facilities for paging all areas. Executives can throw a switch, pick up a microphone and speak to all 175 employees at once. Background music, on records, is played over the system at regular intervals.

Martha Ann Ross operating a Diebold Super 63 Elevator File at Zippo Mfg. Co., Bradford, Pa. Howard Fesenmeyer, office manager, says the file consolidates their 15,000 customer records for processing orders. It has been in continuous daily use for more than six months without mechanical failure.

Myrtle Ahrens shows some of the sales aids printed in the office of Miller Electric Mfg. Co., Appleton, Wis., makers of arc and spot welders. Firm also buys over $50,000 a year in printing from outside sources. A Thomas Collator appears at right.

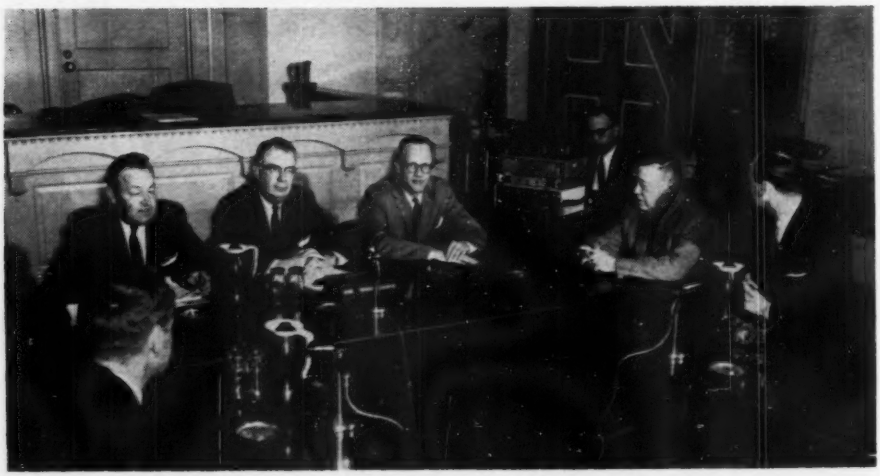
Miller Electric's Offset Department

Marilyn Schuh operates a Multilith 1250 that is printing factory test sheets on 80 lb. Nekoosa Offset at Miller Electric.



Pages for instructions books being printed on a Multilith 2066 by Phyllis Schuh. Miller Electric uses 50 lb. Nekoosa Offset for maintenance and operating manuals.

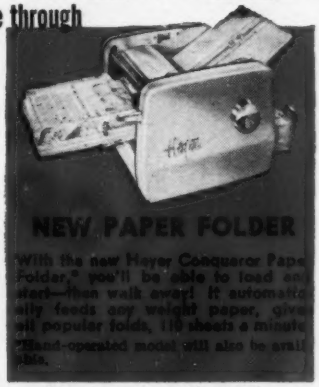
E.M.I. Electronics Ltd., supplied a closed-circuit TV and sound system to McCann-Erickson Advertising Ltd., London. Here Peter V. Lorne, the agency's managing director, views a trial presentation on his office HMV receiver.



New Haven, Conn., makes a tamper-proof record of its city planning commission hearings and other meetings with a portable SoundScriber S-116-C Reporter. Traverse recording pattern makes it virtually impossible to alter tapes, though they can be erased by special demagnetizer. Unit will record for 16 hours non-stop.

Here's proof—the record of a Conqueror purchased five years ago: "Twelve people using our machine . . . never had to have instructions . . . thousands of sheets of paper, all grades, sizes and weights have gone through and never once did it falter. It's rugged as a bulldog!"

Now, Heyer-engineered improvements make the new Mark III Conquerors better than ever. Vastly improved Sheet Separator Fingers eliminate side rubber adjustments. New Adjustable Feed Wheels grip paper at edges for positive forwarding.
New Feed Tension Control lets you quickly adjust feed for any paper . . . lightweight to post cards, even newsprint.
Other features include a highly visible Re-Set Counter and Direct Drive mechanism (no lurching). These and many other new advances make duplicating easier than ever before. Now, *anyone* can print 330 copies in 3 minutes, in 1 to 5 colors, for a fraction of a cent per copy.



Conqueror, prices begin at just $214.50**. The Electric Mark III Conqueror, shown above, is $299.50**. Sold and serviced by over a thousand Franchised Dealers.
**Plus Federal Excise Tax.

"Always Makes a Good Impression"

Heyer®

Send for your FREE Personalized Memo Pad—Today!

A demonstration by mail to show what the Conqueror can do for you! No cost . . . no obligation.

HEYER INC. 1821-J S. Kostner Ave. Chicago 23, Ill.

☐ Please send my Personalized Desk Pad and Literature on Conqueror Duplicators.

☐ I would like to have a one week FREE trial of a Conqueror Spirit Duplicator.

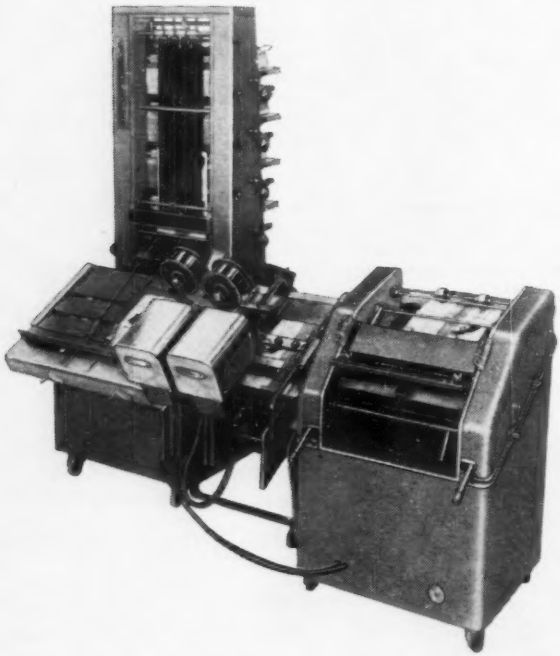
Name.....*Title*.....
Name of Business.....
Address.....
City.....*Zone*.....*State*.....

For More Information Circle No. 248

FARRINGTON BOOKLETEER COLLATORS COLLATE, JOG, STITCH AND FOLD 4500 BOOKLETS PER HOUR

Geared for high-speed operation, the Farrington Bookleteers (formerly made by Mendes Corp.) automatically convert flat printed sheets into 4- to 80-page booklets in one single operation.

These are the most versatile Collators in existence. The Bookleteers, like all Farrington Collators, are available with collating units from 4- to 20-station capacity.



For More Information Circle No. 288

It's a Collator—it gathers and jogs sets of from 4 to 20 sheets, maintaining the normal Collator speed of 4500 sets an hour . . . regardless of the number of sheets per set.

It's a Stitcher—all Bookleteers are equipped with two stitcher heads. They automatically produce the equivalent of the familiar saddle-stitched booklet. Or they can be adjusted to stitch with either one of two stitches (staples) at any desired position on sets.

It's a Folder—makes letter folds, booklet folds and accordion folds.

All the above units can be used separately.

Additional advantages of Farrington Bookleteers are their compactness, because of their upright design, and their mobility.

If you collate or produce CATALOGS, BULLETINS, CONTRACTS, PRICE LISTS, PARTS LISTS, INSTRUCTION MANUALS, HOUSE ORGANS, SALES MANUALS, CALENDAR PADS, PERIODICALS . . . you should find out more about the Farrington Bookleteer. For more information, simply fill in the coupon below.

FARRINGTON®

Farrington Business Machines Corporation
1210-A Industrial Park, New Bedford, Mass.

Gentlemen: Please send me more information on your Farrington BOOKLETEER.

Name _____

Company _____

Street _____

City _____ State _____

For More Information Circle No. 288

THE RESPONSIBILITIES OF LEADERSHIP

- **Carbon Papers**
- **Inked Ribbons**
- **Carbon Paper Ribbons**
- **Master Units**
- **Carbon Copy Sets**
- **Spirit Carbons**
- **Printed Master Sets**
- **Spirit Duplicating Supplies**
- **Copyholders**

PRODUCT DEVELOPMENT. Curtis-Young works constantly to develop the newest and finest products for its customers, and to maintain the highest possible quality standards in products now available.

A COMPLETE LINE. Over the years, Curtis-Young has continued to introduce the newest and finest products in the writing and copying field. As an outstanding manufacturer, Curtis-Young provides a complete line regardless of the turnover of any specific item.

MODERN PRODUCTION FACILITIES. By installing and maintaining the very latest and finest technical and manufacturing equipment, Curtis-Young assures its customers of top-level products. It takes skilled craftsmen, using the newest and best machines, to provide the sensitive products required for modern copying processes.

QUALITY CONTROL. In an industry where individual skills and craftsmanship play so vital a role, the highest standards of workmanship can be maintained only by constant and continuous adherence to quality control procedures. Curtis-Young's fine reputation for quality products can be traced to the company's vigilance in this direction.

CURTIS-YOUNG

CURTIS-YOUNG CORPORATION

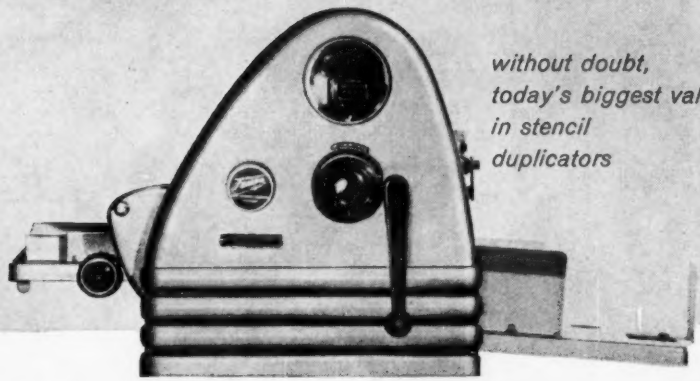
110 West 18th Street, New York 11, New York

621 Cherry Street, Philadelphia 6, Pa. • WAlnut 2-1416 325 W. Jackson Blvd., Chicago 6, Ill.

SINCE 1895 DUPLICATING PRODUCTS THAT REFLECT YOUR GOOD JUDGEMENT

The lowest-priced paste ink duplicator with built-in inking system

Geha COMET



without doubt, today's biggest value in stencil duplicators

Here is a machine that is really ideal for every office. Quality built all the way through—with exclusive features you wouldn't dream of finding at such a low price. Turns out copies equal in every respect to those produced on expensive high-speed, heavy production duplicators. Handles all types of duplicating stock from post card size on up to 9½ x 15 (printing area: 8½ x 13½) including your office forms and direct mail. And—you can make fast color changes at no additional cost. Amazingly simple to operate—and clean to use because it uses paste ink. Geha's sturdy construction means years of trouble-free performance. Fully guaranteed.

Free Demonstration Offer

Arrange now for a free demonstration of the Geha Comet in your own office without obligation. Pin this coupon to your letterhead and mail today.

TEMPO®

America's highest quality & most complete line of stencil duplicators & supplies

MILO HARDING COMPANY
Established 1904
Monterey Park, California
Los Angeles • Pittsburgh • San Francisco
Washington, D.C. • Mexico D.F. and dealers everywhere

MILO HARDING CO.
170 *Tempo Bldg., Monterey Park, Calif.*
☐ Please arrange demonstration
☐ Send Geha Comet literature

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

For More Information Circle No. 295

5 MILLION
SECRETARIES*
LOVE US—YET
they don't
even know
our name!

When carbons are crisp, clean, smudge-free, typing flows fast and effortlessly . . . you save time, temper and money . . . and create better sales impressions. To constantly guarantee satisfactory performance, the makers of America's best-selling carbons rely on Schweitzer's high quality carbonizing papers. Schweitzer papers—proved best by test for absorbency, strength, purity, and uniform texture—assure the perfect marriage of fine paper and fine carbon inks.

**(Stenographers and typists, too!)*

Whenever good impressions count, rely on carbonizing papers by

Peter J. Schweitzer Division

Kimberly-Clark Corporation

World's Largest Manufacturer of Fine Carbonizing Papers

Address inquiries to Elizabeth, N. J.

Mills at: Elizabeth & Spotswood, N. J. • Lee, Mass. • Mt. Holly Springs, Pa.

For More Information Circle No. 247

WANTED

...Dealers who'd like to learn how easy it is to sell the 8000 line of R. C. Allen Cash Registers...the fastest indication cash registers on the market, that sell for LESS than any competitive make with comparable features.

R.C.Allen
Business Machines, Inc.
680 FRONT AVENUE, N. W. • GRAND RAPIDS, MICHIGAN

Adding Machines • Bookkeeping Machines • Cash Registers • Typewriters • Safes and Files • Carbon Paper and Ribbons • Precision Aircraft Instruments

914

668 FRONT AVENUE, N. W. • GRAND RAPIDS, MICHIGAN

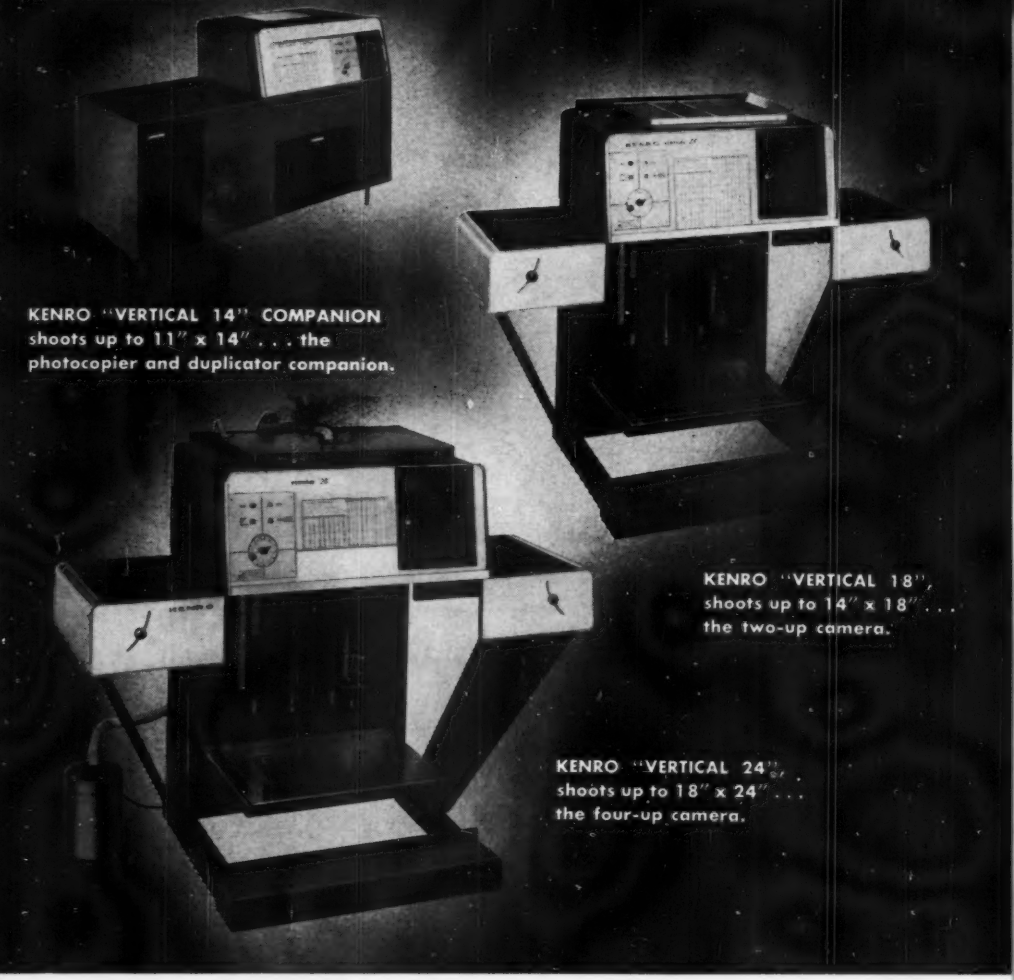
Please send me information on a protected R. C. Allen franchise.

NAME _____

ADDRESS _____

CITY _____ STATE _____

For More Information Circle No. 279



Which Kenro Vertical Camera is best for your work?

All are new, modern, engineered for versatility, accuracy, ruggedness and ease of operation. All have new features that improve production and broaden usefulness for every application.

It's the size of image that governs the choice. If you want to shoot 8½ x 11 copy four-up or expose a full size newspaper page at same size, then choose the Kenro "Vertical 24". If your copy comes two-up, then the "Vertical 18" is best for you. If your copy calls for shooting one-up, or your work is exposing duplicator masters, then select the "Vertical 14" companion.

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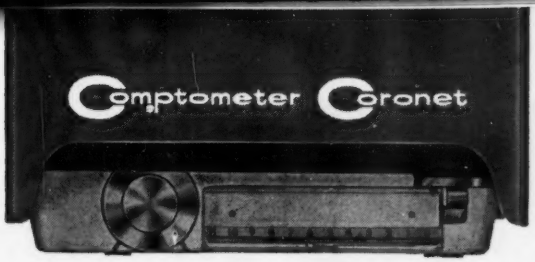

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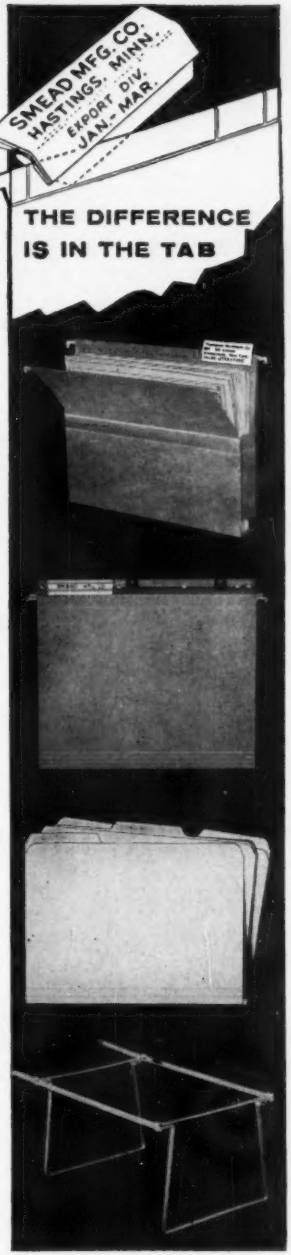

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For More Information Circle No. 302

Do You Watch Office Costs As Closely as You Do Factory Costs?

W. E. MITCHELL,
Special Accountant, Data Processing Center,
Sylvania Electric Products, Inc., Camillus, N. Y.

WORKERS IN OFFICES and plants have some things in common. Both process raw material, which takes the form of paperwork in the case of the white collar worker. With the help of automatic machines, both create finished goods. At that point, the comparison ends. The goods produced by the factory worker are moved out of the plant and into market, where they are sold. If some models do not sell, production on them is promptly stopped.

The goods produced by the office worker, on the other hand, normally do not leave the plant—the movement is only from desk to desk, accumulating without impediment. There exists no acid test as to whether all the goods are really useful or not. Another difference is in product specification and control. Whoever heard of a factory supervisor deciding on his own to change the specifications of a product? Or worse, creating and putting into the assembly line, a new product—one solely of his own imagination and desire. Yet the clerical worker is doing this every day. He creates new forms and new reports. He aggrandizes existing reports and adds more names to the list of recipients, and no one questions it, because "It's only paperwork."

The cost of office inefficiency is not as dramatic as inefficiency in the plant where you can look out the window and see the scrap pile growing larger. But the costs are there, nevertheless, gnawing away at company profits. There was only about one clerk to every 30 factory workers in 1900. In 1935, the ratio changed to one clerk for every ten factory employees. Again, the ratio changed in 1950—one clerk for every 2½ production workers. Furthermore, the value of office machinery per clerical employee jumped from $70 in 1900 to $260 in 1950. But most revealing of all is this: based on a constant dollar, the gross national product rose 100% in the past 25 years. During this period, the work force increased only 50%. However, the clerical work force increased 400%.

But don't rely on such "arm's distance" statistics. Examine your own accounting books for last year and the preceding year. How much was spent on: printing and office supplies; rent of equipment; telephone and telegraph? How much was on the books last year for assets such as office machinery and furniture? In lieu of that amount, you would think little more would be needed. How much more was purchased this year? Was there a proportional increase in sales to justify it? By how much more

has annual depreciation increased as a result of these purchases?

It is almost impossible to arrive at a figure representing salaries and wages for office work. There are too many employees classified as "factory" who are actually performing clerical duties. How much time do salesmen and executives spend every day on paperwork? As a rough stab, apply the ratio of one clerical to 2½ production workers to your total payroll. It will give you an idea on the cost of paperwork. Add to it some of the employees fringe benefits, dues and subscriptions, office rent, office machine service contracts, etc.

Integrated data processing; faster electronic computers; more automation in the office: these are the nostrums that are too commonly thrown into the discussion as measures to combat mounting paperwork costs. As the above statistics show, plant labor is constantly decreasing while office labor is increasing. A new automatic machine is installed somewhere in the plant, reducing manufacturing employees from ten to two for a particular operation. What became of the eight displaced employees? You may find three sitting at desks chopping away at calculators and the other five chasing about the plant with clipboards frantically gathering statistics!

Most firms have formal policies and routines which require rather involved requisitions to be filled out with an explanation of the necessity of the expense, requiring formal approval of department heads, plant managers and vice presidents to spend only $1000 or so. Yet, a single report, dealing with inventory control, floorspace or some such subject, requiring only an hour a day, could cost the same company $5000 a year—and this requires no approval! Such a report is often instituted by a Salary Grade 5 employee or a clerk.

To buy a $150 electric motor, a request for capital expenditure must be approved by management in most firms, and the purchase must be justified in terms of return on investment and payback period. Yet, Mr. Grade 5 can increase the number of copies of a multiple snap-out form from five to six, to provide an extra copy for his department, and spend $150 in printing costs without management approval. Millions of dollars have been spent on just that sort of thing. How much of it was questioned? How much of it had to be justified in the sense of return on investment?

Before redesigning a form to make it more efficient, the need for it should be questioned. Before streamlining the duties of a clerk, it should be determined just what the clerk is producing and what use it is to the company. These questions must be answered before programers aggrandize the reports for posterity on electronic instruction tapes.

Forms and reports are the keys to what people are doing with their time. It is arguable whether there is always a use for a particular copy of a form and a reason for every report or memo. Some of the reasons are good and sound very convincing the first time around. But if the only requirement is "that there is a reason," no matter how divergent that reason may be, then practically everything is justified. Few reports would fail to pass such perfunctory

testing. The only real test is in dollars and cents. Does the benefit derived from the report justify the expense of preparing it?

Forms and reports tend to build themselves into a pyramid; they generally contribute statistics to one another which lead to the peak of the pyramid. The peak may be a report to top management (Fig. 1). The peak of the pyramid must always be kept in mind when trying to eliminate or reduce the content of reports. For example, Joe has to fill out Form X because Tom needs the information by the 5th of the month to issue a tab report, which he gives to Bill. Bill uses the data from the tab report for a schedule he provides his department head every month. The department head takes information from that schedule for a report of his own which goes to the plant manager.

If the plant manager, when he is faced with the cost of that report decides it really isn't essential, or decides that much of it can be eliminated, considerable time and money can be saved. It saves the plant manager's time reading it and it saves time for his department heads, Bill, Tom and Joe. It saves the paper cost and machine time.

An all out effort to scrap all nonessential forms and reports should be made. Someone at each plant, in multiple-plant companies, should have the authority to investigate the costs and the use of every report, coming in or going out. His work should be introduced by the plant manager in a staff bulletin to all hands to demonstrate top management backing. Each department head should take 15 minutes to talk to his own department about it.

For quick results, the first step to be taken would be the blitzkrieg, to knock off all the forms and reports possible by simply asking recipients if they really need the copy that they are getting. There are two ways to do this:

1. Mailroom clerks attach a coupon

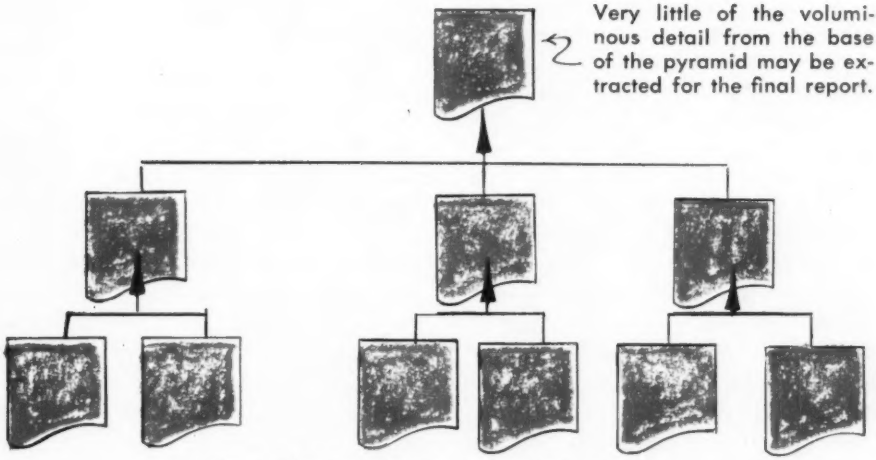


Fig. 1. Keep in mind the peak of the pyramid.

In connection with the Plant Manager's letter of (DATE), please indicate the name of this report and your opinion as requested below, sign your name and return this coupon to John Doe:

Name of Report _____

☐ I insist on getting a copy of this report (or form).

☐ Convenient to have copy, but don't insist on it.

☐ Will try to get along without it. Delete my name from distribution list.

_____
Signature of Recipient

Fig. 2. Mail clerks attach this to every form and report for at least 60 days.

to each copy of every form and report (Fig. 2) every day for at least 60 days so that all reports are covered. This may seem like a nuisance to the fellow who has indicated several times that he insists on getting his copy. But the inconvenience can be explained in a memo announcing the program. Besides, by the fourth trip, he may change his mind.

2. One company constructed a temporary duplicate of the mailrack. Mail girls accumulated, according to employees' names (or regular mail centers) all material that looked like a report. If any employee really needed something, he had to go to the mailroom and ask for it by name. He had to fill out a form requisitioning it, explaining why he needed it. This was a burdensome procedure and many reports were requested. But the company reported that 50% of the bulk was never asked for! Never missed! In this case, no announcement was made. Regular mail from outside, sales orders, job orders, etc., were allowed through. But everything else was held in the temporary mailrack.

The person responsible for the program should then obtain job descriptions from everyone engaged in office work; not only clerks but up to department head level, at least. The description should explain (1) the job responsibility; (2) what reports are prepared or what records are kept; (3) estimated time spent per day, week or month for each function.

This is not a time-study. It isn't important at this stage if the job can be done in less time or with cheaper materials. All that is required is a rough estimate of the time it takes now. The time element then can be extended by flat rates, such as $2 per hour for a clerk or $4 per hour for a supervisor, etc. By this analysis, the recipient can be approached and asked: "This monthly report you get costs two hours a day, 520 hours a year, at $3 per hour or $1560 a year, to prepare. Is it worth it?"

Maybe the report can be eliminated,

or the preparation time cut from two to one hour a day, or reported on an exception basis. For example, why burden management with an inventory report covering the activity of all products? What interests management in inventory control is: what is overstocked and what is understocked. The 50 sheets of statistics in between are only dead weight.

It may be that the report can be combined with something else (Fig. 3). People become terribly generous with copies of reports. They erroneously feel that, since a certain number of copies have to be made in any event, the cost of two or three more is insignificant.

Not until after all unnecessary reports and forms have been eliminated should any thought be given to streamlining the remaining work. In regard to methods, the keys to look for are (1) volume, (2) repetition, (3) machine requirements. If any operation has little volume and/or does not require computers, tabulators or some other machinery, it probably does not merit study. But an operation having all or any one of these factors should be definitely reviewed. The entire operation should be broken down step by step to determine where improvements can be made.

Why should there be one form for petty cash reimbursement and another to request a check. They both serve the same function; they both authorize disbursement of cash. Prima donna forms, created because someone doesn't like the one issued by the division office, should be outlawed. The cost of printing 10,000 each of five separate forms is twice as much as printing 50,000 of one form, because of quantity discount and design cost. The more lines, spaces, blocks and frills on a form, the higher the cost.

In the office, much mail is interoffice. So why not scribble an answer on the letter you receive and kick it back to the person asking the questions? Most replies generally use half a page rephrasing the question the other fellow asked so that he will be able to identify the subject. No profit-conscious executive will resent getting a handwritten note.

In our comparison of office and factory workers, one of the differences was that the former retains what he produces. What effect does this have in office cost? To retain papers in a single four-drawer file costs about $10 a year where floorspace is only $1.50 per sq. ft. If the company keeps four copies of a particular form, which is common if four different departments are involved, the cost is $40 a year. If these four copies are kept six years, the cost is $240. Where office space is $4 a sq. ft., the cost is nearly $600. Certainly not

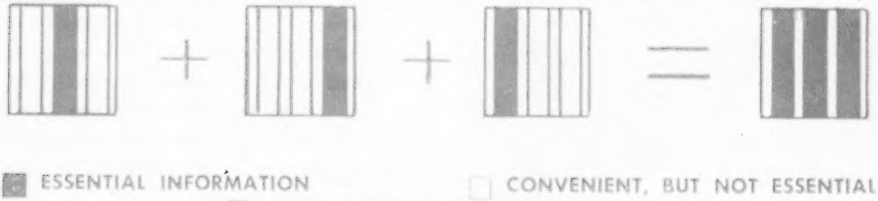


Fig. 3. Combining three reports into one.

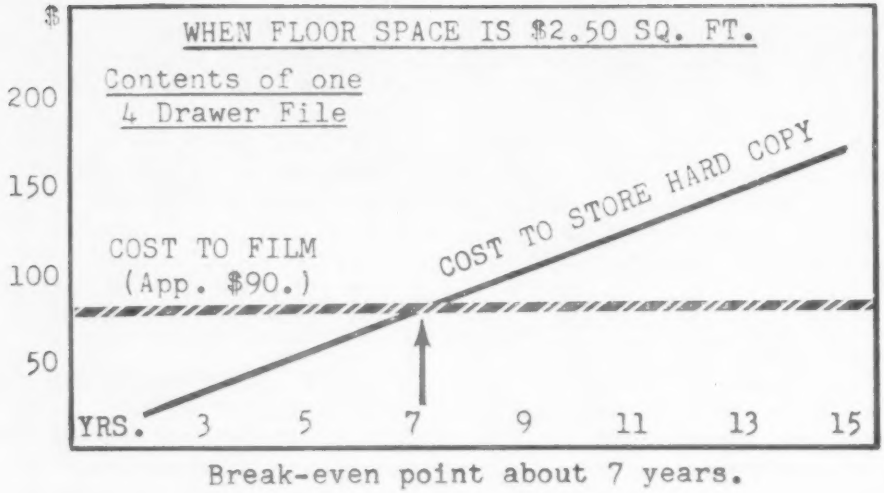


Fig. 4. Determine the break-even point when storing records.

all four copies are required. In most instances one copy should be kept only three years or less.

The average company with 100-500 employees grinds out thousands of sales invoices in one year. Thousands of accounts receivable statements, hundreds of payroll checks, paid voucher files, timecards. A seven-year accumulation could be staggering. It is assumed that 100 pieces of paper require a linear inch in a file drawer. Accordingly, a single file drawer contains 3000 pieces. To file one year's supply of just these few forms could require a thousand file drawers. Many firms rent outside space because they're short of room on their own premises. Much space could be reclaimed if they'd look around and throw out some of this paper.

Microfilming is no panacea either. Where a saving in the cost of storing records is the only objective of microfilming, records should be kept at least six or seven years and very few records have to be kept that long (Fig. 4).

A realistic records retention program should reclaim expensive file cabinets and valuable space. Assign responsibility to certain departments for keeping a single copy of each form for record purposes to avoid duplicate storage. Schedule how long each record must be kept. Prohibit purchases of filing equipment for one year to force departments to reclaim the equipment they already have.

Some companies admit to only 50% productivity! Your company may be as high as 80%. But if you go after that 20%, you are going after something worthwhile. If it makes sense to require management approval for sizeable and significant disbursements, such as buying a $150 electric motor, then it makes sense to require the same justification for any new report or new form.

Leota Allen, assistant administrator, Hardin County General Hospital, has a variety of comparative monthly reports for administrative guidance.

System for the Small Hospital

ADMINISTRATIVE CONTROLS are as vital to small hospitals as large. Executives at Hardin County General Hospital, Rosiclare, Ill., faced this question: how do you set up effective controls with limited funds and personnel? Hardin, with only 25 beds, was in the same situation as other small hospitals. No United Appeals or similar groups underwrite their operating deficits. They must stand on their own feet to survive.

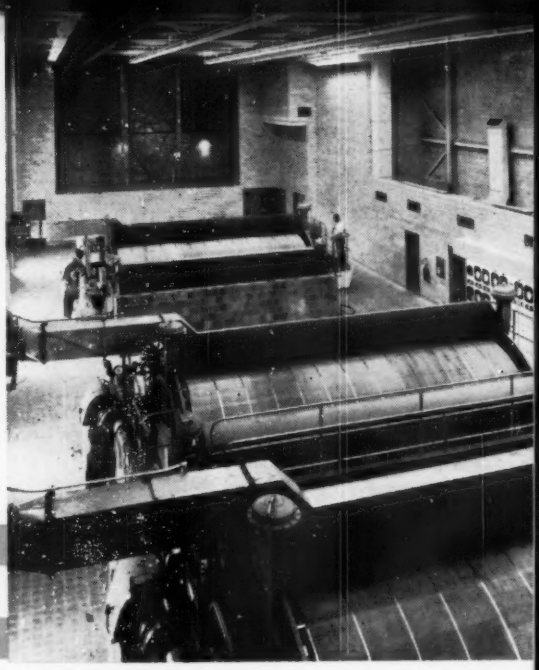
Lacking the support available to larger hospitals, the services that small institutions like Hardin can offer must square with the community's ability to pay. This requires accurate cost figures on each phase of operations. Such information is also needed for the growing number of reports that hospitals make to state governments, welfare organizations and associations. A good example is the one submitted to the federal government when complying with Hill-Burton, an act that empowers Congress to allocate funds for hospital expansion.

When Hardin's board of trustees decided on expansion under Hill-Burton, it weighed its increasing need for tighter fiscal control. Federal aid would entail accurate analyses of patient statistics and revenue. No patient in need of medical attention is turned away because of indigence, but somehow the costs must be met. First step is to know the extent and true cost of services rendered each patient.

There is a world of difference between the cost of servicing one patient and another, sometimes even when the same service is provided. Hardin could not afford a system involving mechanization. Rosiclare could not support maintenance service and supply skilled operators. So the hospital adopted a control system designed by Royal McBee Corp. Early discussions with this company almost ended when the hospital administrators were told that the system is used by hospitals with 200

(Continued on page 232)

When a special service is ordered, nurse selects proper pre-notched Keysort card from file, enters patient's name and code.



A bright pulp is provided by three-stage bleaching process at Hammermill Paper Co.'s modern Neutracel plant. Process removes all traces of natural wood pigment. Bleaching agent is washed away after each stage. Operations are fully instrumented and controlled by a single operator.

Facts You Should Know About PAPER

DORIS WILLIAMS VAUGHN

PAPER IS FUNDAMENTAL to your business. Without it no office could function. You may buy your own supplies, or you may have your printer buy it for you. If you are not a volume user, his purchases in large lots may save you money. Whoever your supplier is, a basic understanding on your part of weights, sizes, qualities and finishes of office papers is essential. It will enable you to obtain the best service and end product at the most economical price without sacrificing quality.

To improve our paper knowledge, let's consider a few basic facts. Do you know what a ton of paper means in terms of thousands of letterheads? In 20 lb. weight for 8½″ x 11″ letterheads, it means 200,000. Or the same ton of paper could provide 86,250 No. 10 envelopes, 65,000 letterheads and 20,000 second sheets.

The basis weight or substance number (abbreviated to Sub.) is the weight of 500 sheets (one ream) of 17″ x 22″ bond paper. Out of each sheet is cut four letterheads 8½″ x 11″, totaling 2000 per ream. Double size paper, 22″ x 34″, is most often favored for making envelopes. From each 22″x 34″ sheet, eight 8½″ x 11″ letterheads can be cut, giving a total of 4000 per ream; or six No. 10 envelopes, for a total of 3000 per ream.

While you may see 17″ x 22″ and

22″ x 34″ sizes more often, these are not the sizes that the paper mill turns out with its machines. If you are going to order a ton or more of paper with your own watermark, you'll want to know what widths are available. In the jargon of the industry this is referred to as "machine fill." Knowing the widths available will enable you to help your supplier figure the largest number "out" of the size or sizes you use. For instance, a machine fill of 56″-60″ could be cut to give 34″ plus 17″ plus 5″-9″, and each could be cut 22″ long to give standard reams of 22″ x 34″ plus 17″ x 22″ and an odd 5″-9″ (it varies) x 22″ size (for small letterheads) cut 7¼″ long to give "3 out" or 1500 per ream.

Take this example: you are using 56″-60″ machine fill in figuring the following quantities of various weights (other common widths of paper mill machines include 76″-87″ and 100″-109″).

If you use the standard 8½″ x 11″ letterhead, a ton of paper in Sub. 9 will give you 444,000 letterheads (airmail weight); a ton of Sub. 20, 200,000; and a ton of Sub. 24, 166,664.

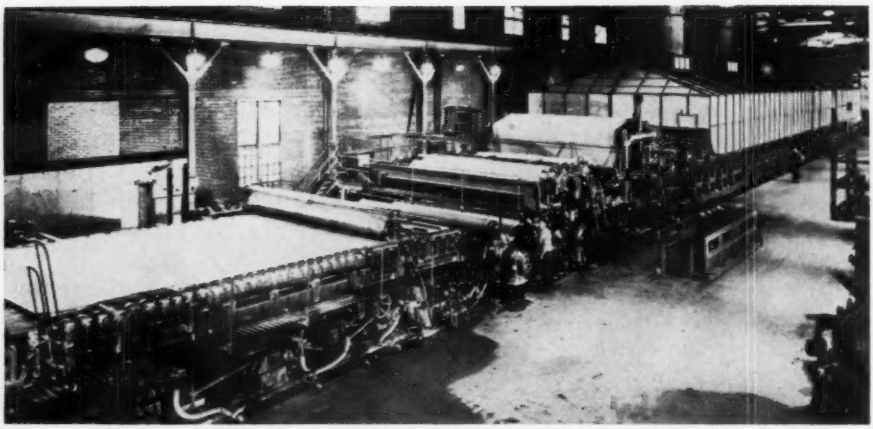
Weights naturally vary for different uses. For instance, you use Sub. 7½, 8 or 9 for airmail stationery and legal copies; Sub. 13 for a heavier, more durable airmail paper or all purpose lightweight sheets; Sub. 16 for a lightweight stationery used in great volume; Sub. 20 for general stationery; and Sub. 24 for executive or prestige stationery.

These are the usual weights for the uses specified. For direct mail campaigns you might use variations for economy or attention getting, *e.g.*, if you use Sub. 20 for letterheads, you may use Sub. 16 or 13 for a four-page financial letter or annual report, saving postage yet retaining the "feel" of your usual letterhead. Although your big volume stationery is Sub. 16 or 20, you might use Sub. 24 or 28 in a special mailing to stockholders where prestige is important.

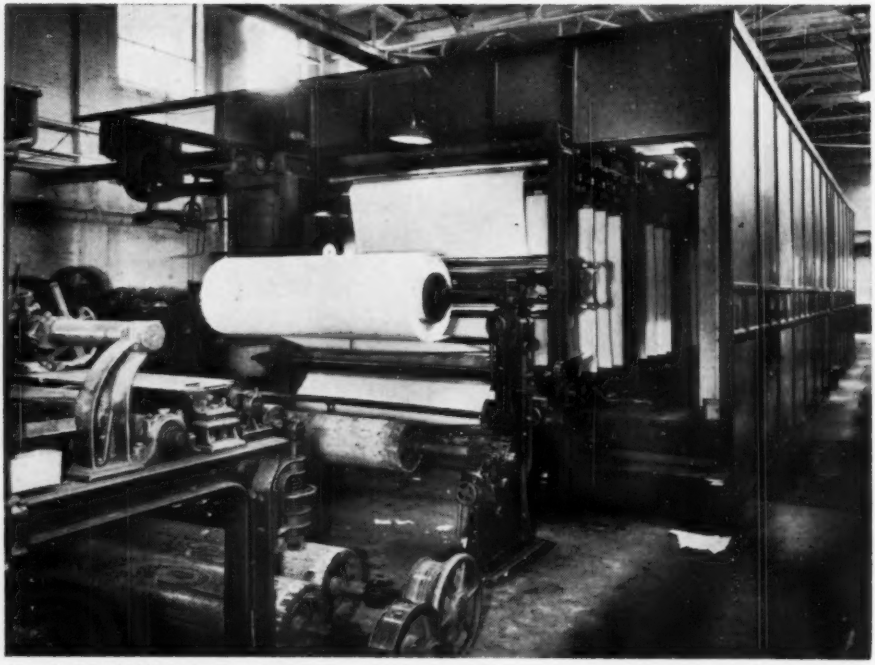
Another important consideration is quality. You have a choice of 100%, 50% or 25% rag content or sulphite combinations (sulphite, sulphate bleached chemical woodpulp and exclusive pulps). The 100% rag content papers are more often used for letterheads in the legal profession and in banking.

Properties you should expect in 100% rag content papers, and to a lesser extent in 50% and 25%, are permanence, durability, strength, excellent writing and erasing qualities, fine formation, texture, color and feel. You'll find the maximum of each in 100% rag content paper, of course, with new rag having the greatest strength and whiteness. This last mentioned paper is used in banknote and security papers, insurance policies, legal documents and technical papers as well as fine letterheads. Wherever beauty, softness and fine texture are more important than cost, you'll see it used in high grade stationery. You'll recognize the crispness and crackle of rag content papers (sometimes identified as cotton content).

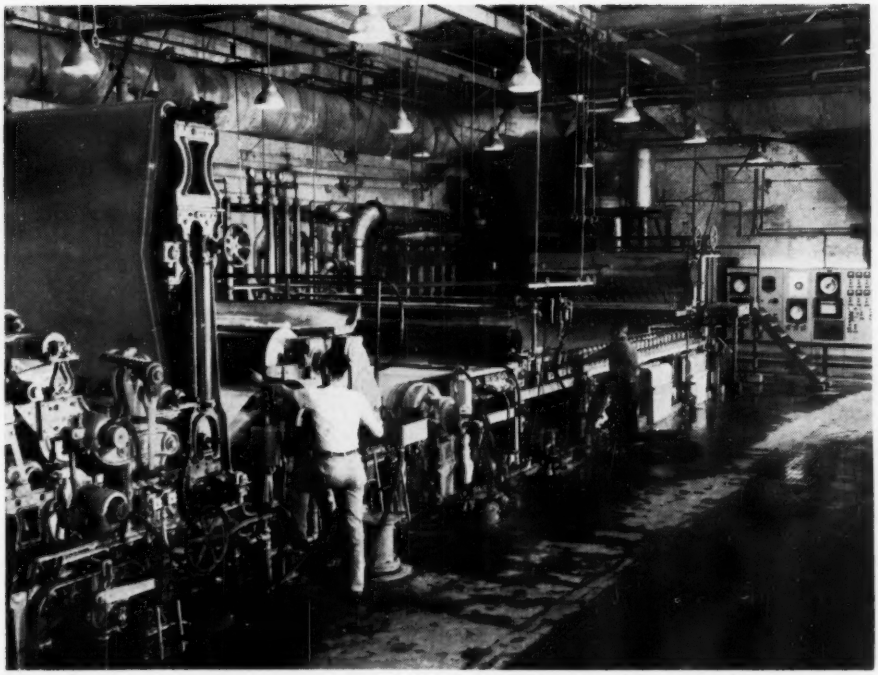
More bleached chemical woodpulp papers are used for office stationery than any other quality. When you buy 50% or 25% rag, the remaining percentage is bleached chemical woodpulp



This block-long paper machine—one of the largest single pieces of equipment in industry—forms sheets of paper for Hammermill Paper Co. This machine travels at over 900 ft. per minute and can produce 300,000 lbs. of Hammermill Bond daily.



American Writing Paper Corp. uses this "Barber" dryer to give its papers a cockle finish. Company makes Eagle-A papers.



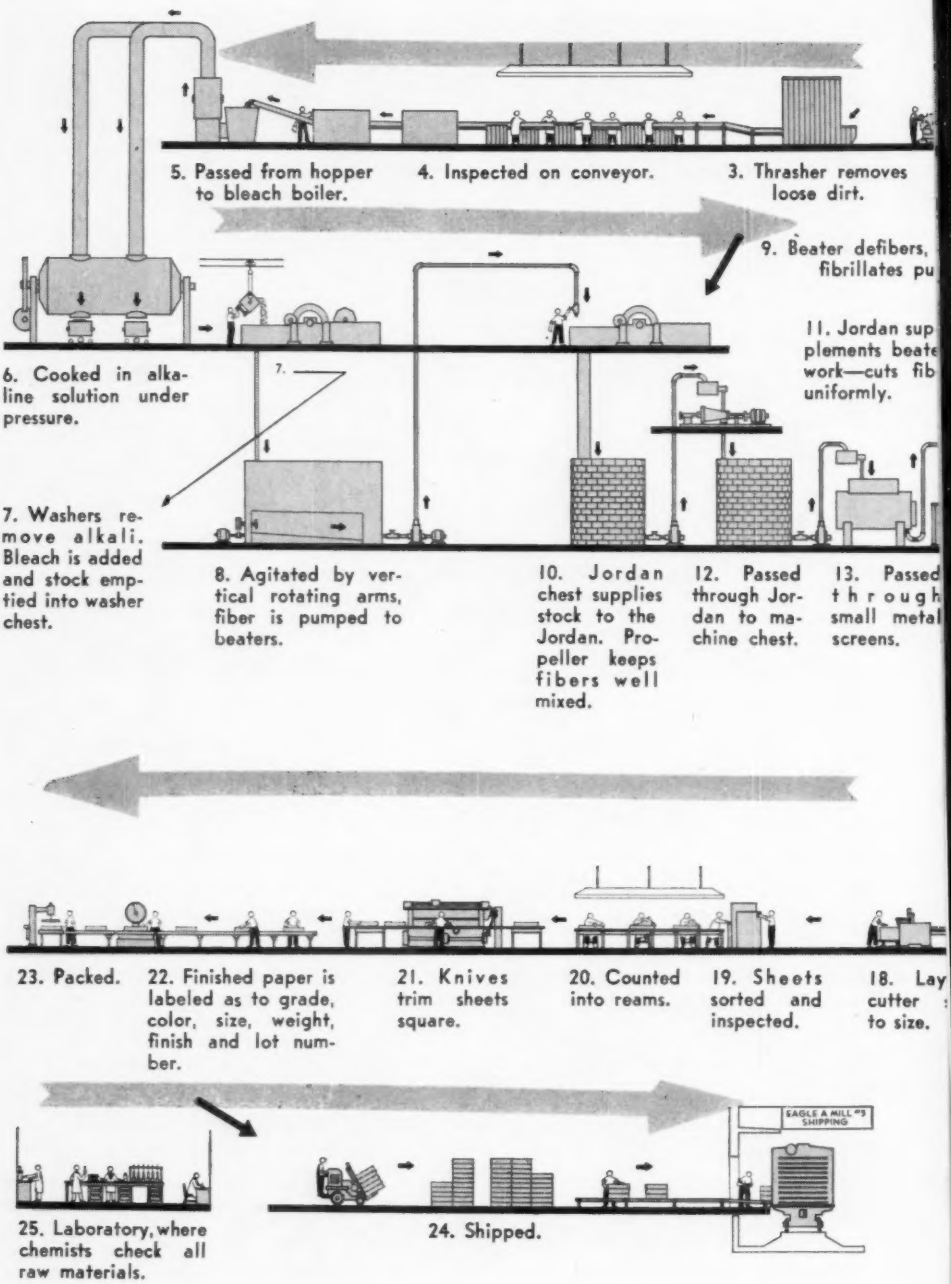
The wet end of the No. 2 paper machine at Eastern Fine Paper & Pulp Division, Standard Packaging Corp. It is here that the stock flows onto the Fourdrinier wire (see page 92).

made by various processes. Sulphite pulp is bleached to a high white color. The strength, pliability and length of sulphite fibers provide sufficient permanence in paper for ordinary uses.

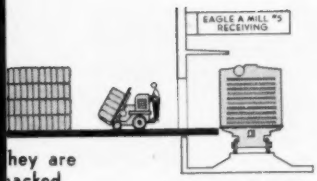
Sulphate (kraft) pulp is made from wood chips cooked in caustic soda and sodium sulphide. The name "sulphate" stems from the fact that chemical losses are replaced with sodium sulphate or sulphur and reduced to sulphide in the recovery process. It is known for strength (bag and wrapping papers), in fact, the word "kraft" is Swedish and German for strength. A few years ago if you considered whiteness less important than strength at low cost, bonds containing sulphate would have been acceptable for some uses. Now that sulphate pulp can be bleached so well, without loss of toughness, you'll find it acceptable with sulphate in most bond papers. Indeed, sulphate papers today are of such beauty and longevity that they equal or, in some cases, even surpass the 25% rag of a few years ago.

Sulphite bonds are sometimes graded No. 1, No. 2, No. 3 and No. 4, though today you hear little about Nos. 2 and 3 but, on the other hand, four times as much No. 4 is produced as No. 1—the former being better today than the latter was ten years ago.

Finishes are an important aspect of paper. Those most usually found in bond papers are smooth or wove


5. Passed from hopper to bleach boiler.
4. Inspected on conveyor.
3. Thrasher removes loose dirt.
9. Beater defibers, fibrillates pu
11. Jordan sup plements beate work—cuts fib uniformly.
6. Cooked in alkaline solution under pressure.
7.
7. Washers remove alkali. Bleach is added and stock emptied into washer chest.
8. Agitated by vertical rotating arms, fiber is pumped to beaters.
10. Jordan chest supplies stock to the Jordan. Propeller keeps fibers well mixed.
12. Passed through Jordan to machine chest.
13. Passed through small metal screens.
23. Packed.
22. Finished paper is labeled as to grade, color, size, weight, finish and lot number.
21. Knives trim sheets square.
20. Counted into reams.
19. Sheets sorted and inspected.
18. Lay cutter to size.
EAGLE A MILL #3 SHIPPING
25. Laboratory, where chemists check all raw materials.
24. Shipped.

How Paper Is Made

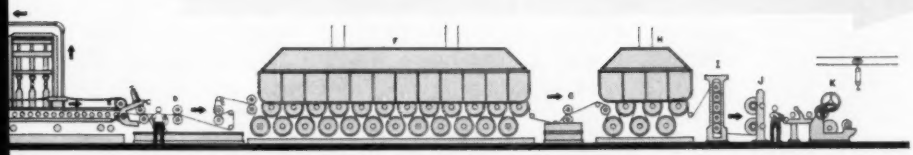


hey are
acked.

1. Raw materials arrive.

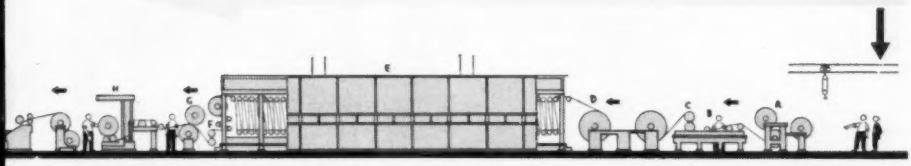
and

14. Vortraps use centrifugal force to remove impurities.



5. Flow box
egulates
ow to pa-
er machine.

16. Fourdrinier machine—pulp flows from flow box to an endless shaking wire (AA), water drains off, fibers remain on top forming the sheet. Paper passes under the dandy roll (B) that presses watermark into the wet sheet. Paper web passes the couch rolls (C), is picked up on traveling felt, carried to forward press rolls (D) and reverse press rolls (E) to driers (F). Gets tub sized (G), passes through second bank of driers (H), is evenly smoothed by machine calender (I), wound in rolls (J). From the rolls it is rewound and slit into various widths on rewinder (K).



17. Air Drier—This equipment is used for drying paper which has been especially tub sized for producing the cockle finish so popular in Bond and Onionskin Papers. The rolls from the paper machine are put on the stand (A). The paper is immersed in the tub size (B) and drawn through the size press rolls (C). The web (D) is drawn into drier chamber (E). Here heat of about 170° F. is blown against the web, shrinks the sheet under little or no tension so rapidly that a cockle or ripple-like finish is produced. The web is then carried over cooling rolls (F), wound on rolls (G), and subsequently rewound on rewinders (H).

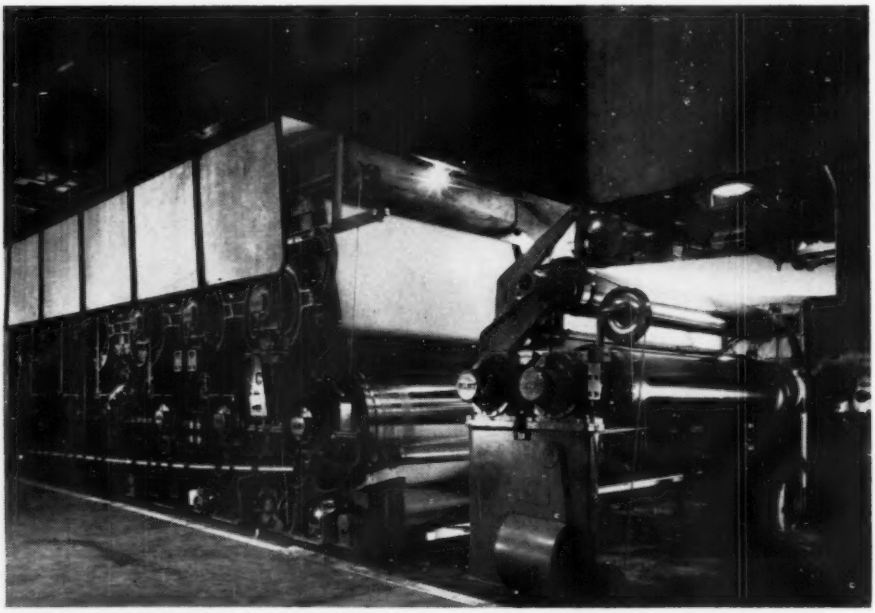
Courtesy of the American Writing Paper Corp., Holyoke, Mass.

(plain), cockle or ripple, laid and opaque.

If you were to watch paper being made at a mill, you'd discover that a mixture of about 98% water and 2% fibers flows onto a moving endless belt of woven wire. Gravity drains some water off, and suction boxes help remove more. The matted fibers ride along the wire belt until they pass under a revolving wire dandy roll. When the dandy roll creates a plain pattern, or rather lack of pattern, on the surface of the sheet, this paper is called wove finish. It is used when the smoothest possible bond paper surface is desired.

You can tell cockle or ripple finish by the crinkly texture of its surface and the resultant good body to weight proportion. In the days when most fine paper was hung on poles in drying lofts, cockle finish came as a direct result of the slow air drying process. One reason why cockle finish is used today is that it is associated with fine paper of good body with traditional fine paper finish. It is used for lightweight airmail stationery requiring a good body-weight ratio, for legal copy paper. It is used in high rag content bonds of heavy weight when an impressive finish with "plenty of money in the bank" crackle is required.

Laid paper is identified by the appearance of lines across the sheet. These are actually differences in the thickness of the paper which produce a ribbed or lined effect. You'll discover quite a



Further along Eastern's No. 2 machine, paper passes over the surface sizing unit and into the short nest of dryers. Machine was recently improved with new sizing equipment and additional drying rolls.

CHARLES W. HAYES, Vice President of Hayes Tools, Inc.

"NCR PAPER saves its entire cost several times each year."

—**Hayes Tools, Inc.,** *Dayton, Ohio*

"We have been using NCR Paper (No Carbon Required) since its introduction to industry. It enables us to reduce costly duplication in paper work by eliminating the need for inserting and removing carbons. With NCR Paper, originals and copies are picked up as a complete unit.

"Our experience has proved the flexibility, convenience and economy of NCR Paper. Our employees like it too, because NCR Paper forms are cleaner and easier to use.

"We estimate NCR Paper saves its entire cost several times each year through savings of time and effort."

Vice President of Hayes Tools, Inc.

It's the cost-in-use rather than the purchase price that determines the true cost of your multiple-copy forms. Invest in NCR Paper forms and get dividends through time saved and increased record-keeping efficiency for your business.

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NCR PAPER ELIMINATES CARBON PAPER

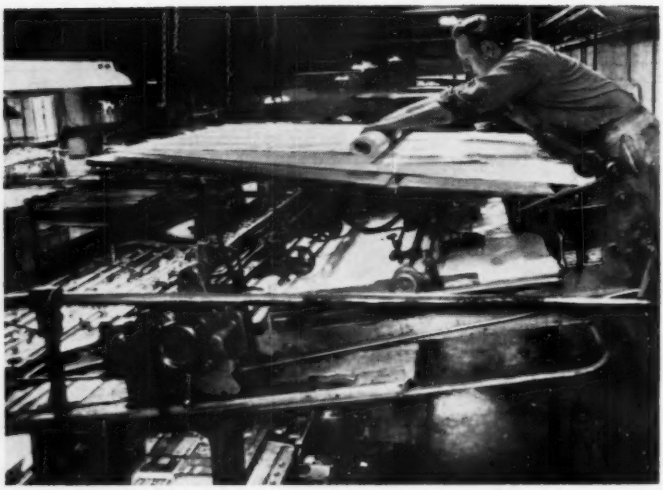
Another Product of

THE NATIONAL CASH REGISTER COMPANY, **Dayton 9, Ohio**

1039 OFFICES IN 121 COUNTRIES

76 YEARS OF HELPING BUSINESS SAVE MONEY

For More Information Circle No. 304

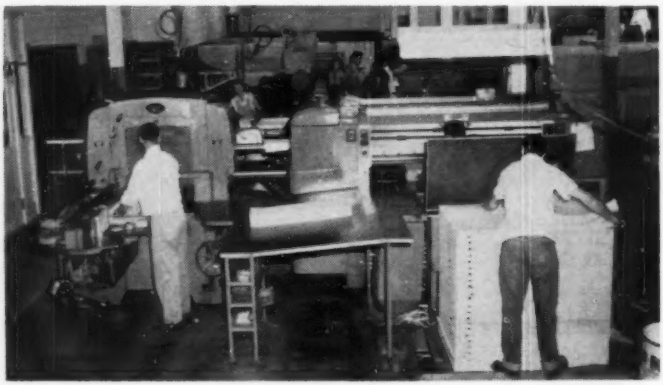


When used by North Shore Printers, Inc., Waukegan, Ill., for a directory job, Ecusta 30-lb. Waylite paper saved the customer ten cents a copy in mailing costs.

variety among laid finishes too: fine line laid is self-explanatory; chain laid shows a vertical connection of the horizontal lines at specified intervals, commonly about an inch apart; wide rib laid is a distinctive paper with wide lines and some of the high fashion value that wide wale corduroy has in fabrics. In short, when the dandy roll leaves parallel lines on the paper that appear translucent when held to the light, it is laid paper.

Opaque finishes have become increasingly popular since the Korean War. Perhaps you should not call "opaque" a finish, rather a special property, since it is available in wove, cockle and laid finishes as well as in 25%, 50% and 100% rag content qualities.

Greater whiteness, brightness and opacity are achieved by various methods, including the use of fluorescent dye. Since you can have it printed on both



At Finch, Pruyn & Co., reams of paper are cut, wrapped, sealed, labeled and put into cartons on this converting line.

■ *One of the many extras that make GF office furniture so much better*

24 men must OK this GF desk before you can buy it!

Above you see the 24 inspectors and quality control people who must test and approve a single GF office desk. Every component . . . frame, drawers, top, fittings . . . must pass rigid inspection. Every process . . . forming, welding, brazing, painting . . . is checked and rechecked against exacting quality standards. It's all part of our continuing effort to make *every* piece of GF office furniture serve you better, last longer. The General Fireproofing Company, Dept. L-33, Youngstown 1, Ohio.

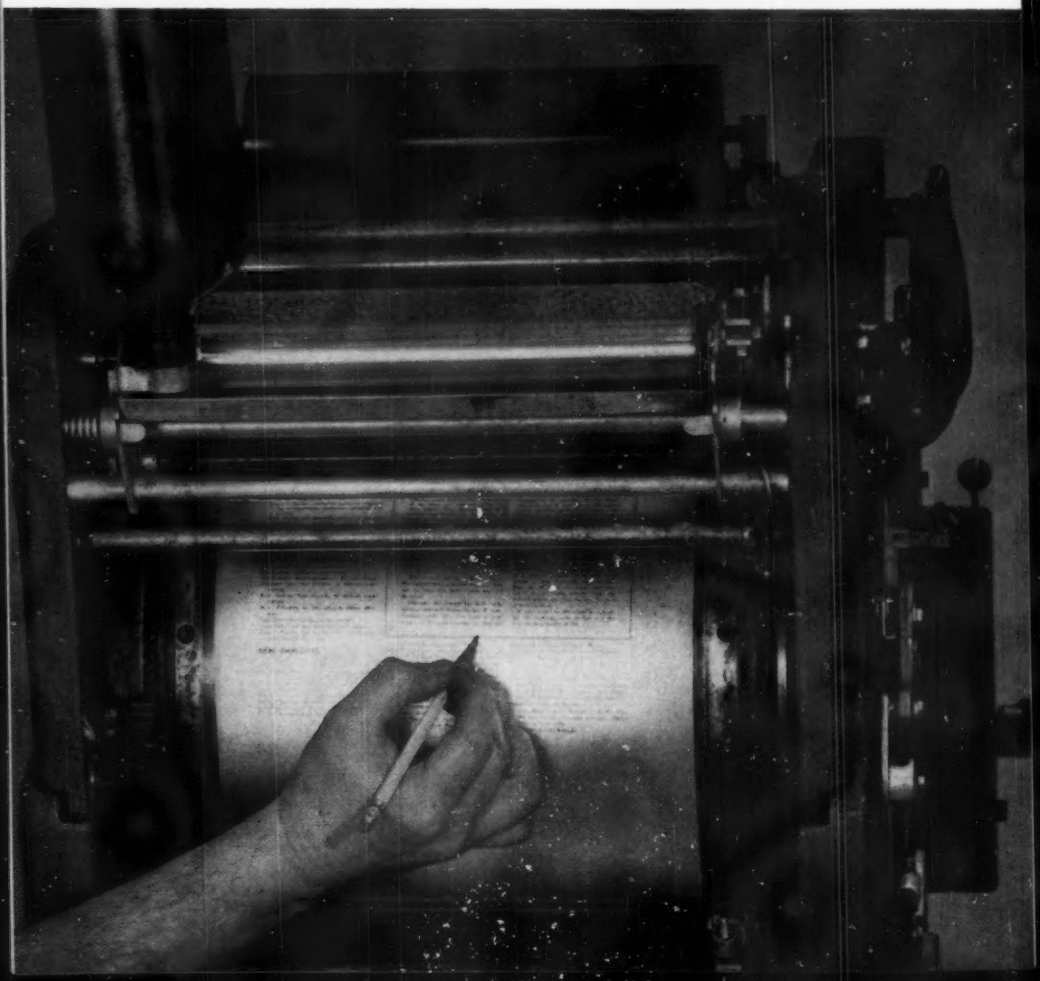
GENERAL FIREPROOFING
BUSINESS FURNITURE

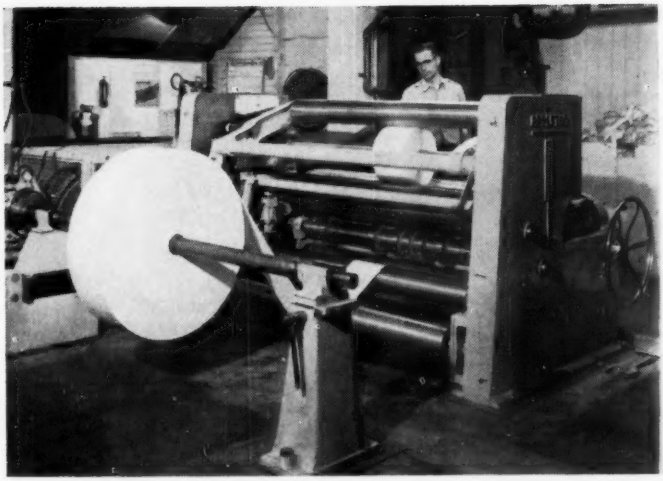
For More Information Circle No. 265

Presto-chango! Additions and deletions can be made "like magic" on the amazing, new, aluminum surface 3M BRAND Type "L" Photo Offset Plates! Isn't it time you made the change?

You don't have to "manipulate" these plates to make additions and deletions—all you need is a standard No. 2 pencil with an eraser on the end. Changes are so simple and easy to make you can do it right on the press! Pre-sensitized 3M Brand Type "L" Plates are so simple and easy to process, too. One chemical does it, in one step—without rinsing. And, you have all the advantages of smooth-surfaced metal plates, including the cleanest possible runs. Yet the cost of 3M Brand Type "L" Plates is comparable to paper or plastic photo plates!

3M PRINTING PRODUCTS DIVISION





Wausau Paper Mills uses this Appleton rewinder in the latter stages of its paper making operations.

sides with minimum show-through, this is an excellent choice for a four-page folded letter. You may find that a Sub. 16 paper can take the place of a Sub. 20, without objectionable translucency. Even though you pay slightly more per pound for an opaque finish, you may make it economical by using a lighter weight with equal printability. All bond papers have been improved in white-

Ask your 3M lithographic supply dealer about easy-to-change 3M Type "L" Plates BRAND or mail this coupon... NOW!

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PRINTING PRODUCTS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY
Dept. PBW-60, St. Paul 6, Minnesota

Please send me complete information about easy-to-change 3M Brand Type "L" Plates.

NAME_____

TITLE_____

COMPANY_____

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CITY_____ZONE_____STATE_____

MINNESOTA MINING AND MANUFACTURING COMPANY
ST. PAUL 6, MINN. ...WHERE RESEARCH IS THE KEY TO TOMORROW

For More Information Circle No. 368

ness and none more so than opaque.

Specialty paper chemicals have been gaining in popularity in paper manufacture over the last few years. Typical is the big sales spurt of fluorescent brighteners used to improve the printability of paper. Also gaining are chemical coatings that improve papers' "feel" and impart a whiter look to them. One of these — titanium dioxide — not only makes paper whiter, it also makes it more opaque.

It would be unfair to stenographers and typists to fail to make some mention of the new papers that feature "ease of erasure." This also is a property rather than a finish. Any rag content bond erases easily, without tear-through or loss of surface, but the special papers permit this to a quite remarkable degree.

When the dandy roll has a raised or indented design coming in contact with the pulp fibers, it causes them to be slightly displaced, thicker or thinner, in accordance with the pattern of the dandy roll. This pattern, visible in the finished sheet, is called the watermark. If a raised design is used, formed by soldering wire facsimiles of the desired design to the surface of the roll, the paper is more translucent where the wire design makes its impressions. You'll notice the watermark is slightly lighter than the paper area around it. This is caller a shaded watermark. If your trademark, slogan, brand name or company name can be drawn in bold outline form, it will make an effective private watermark. You pay no more for making a quantity of paper with a private watermark, except for the original cost of the dandy roll, $250-350.

If you want your watermark in a definite spot in your letterhead, you may have it localized for a small additional charge. A large crest, for example, may take up 5″ in the center of your 8½″ x 11″ letterhead. Most common

HAMILTON BOND

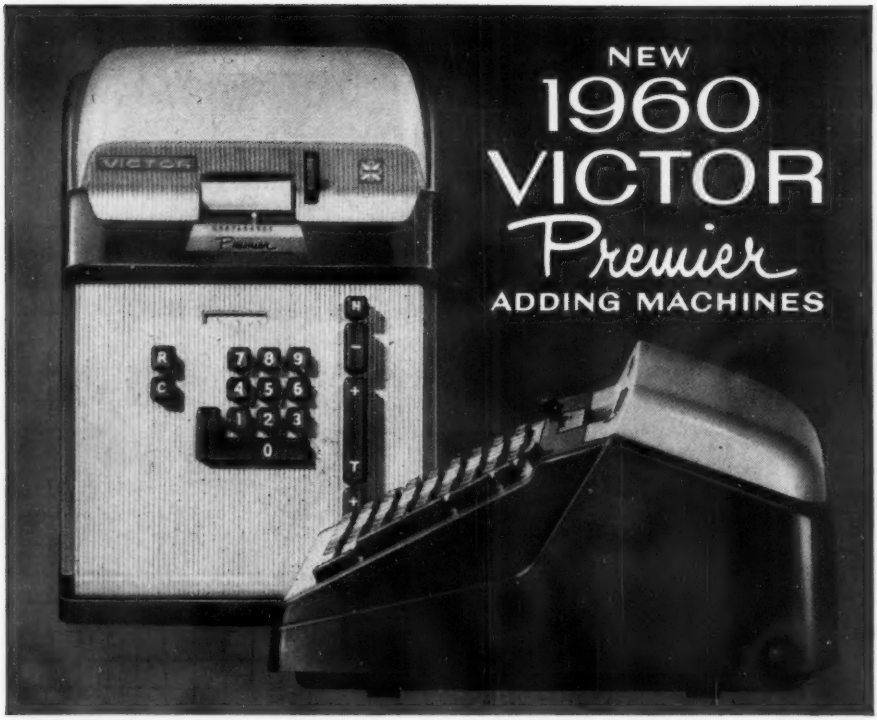
Watermarked Sulphite

White—Standard Finish

Substance	13	16	20	24
17 x 22	26	32	40	48
17½ x 22½		34	42	
19 x 24	32	39	49	59
17 x 28	33	41	51	61
22 x 25½		48	60	
22 x 34	52	64	80	96
22½ x 35		68	84	
24 x 38	64	78	98	118
28 x 34	66	82	102	122
35 x 45		135	168	

A typical paper catalog listing.

Inspection, counting and packaging are performed under controlled conditions of light, temperature and humidity at Byron Weston Co. Paper is shipped in moistureproof wrappers to arrive preconditioned for good press performance.



New "Sav-a-Step" control bar takes one-touch totals and sub-totals

New one-touch control lets operator take totals or sub-totals automatically on one split motor bar. Greater speed, accuracy, and convenience.

Automatically prints subtractions, credit balance in red. (Symbols are extra large, easy to read.) New contour keys are easy on your fingers. Whisper-quiet operation. Electrified correction key gives instant, one-touch clearance.

Dramatic new styling in modern brown and sand tone color. The 1960 Premiers are precision-built for years of trouble-free service. 10 key or full keyboard, hand or electric. Sensibly priced, too! (See the new Premier and Victor's other 1960 model adding machines and printing calculators.)

VICTOR
business machines
Victor Adding Machine Co.
Chicago 18, Illinois

Made in America

Victor Adding Machine Co., (Canada) Ltd., Galt, Ontario

Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars.

See the Adding Machine section in the Yellow Pages for Factory Branch or Dealers. Or mail coupon today!

Find Your Nearest Dealer in the Yellow Pages

Victor Adding Machine Co., Dept. 0-6
Chicago 18, Illinois

Please send new four-color brochure on your new 1960 Premier Adding Machines.

Name.....

Firm.....

Address.....

City..... Zone..... State.....

For More Information Circle No. 284

is the 2″-4″ watermark localized 1″ from the left edge, 1¼″ from the bottom of each 8½″ x 11″ letterhead. Or you may ask your paper jobber to show you samples of what is known as "paraded" or "head to head" watermarks.

Storage is a factor that merits careful thought. If you have your own facilities for cutting and printing, you may wish to store paper on your own premises. On the other hand, if you are going to use envelopes made from the same paper, the place of storage will depend on the method of printing. If they're to be printed by lithography or letterpress, this can be done before the envelopes are cut. But if they're to be engraved, the paper is shipped to the envelope manufacturer as the engraving is done after the envelope is made up. You can usually arrange for storage at the company that does the printing, but not at your paper jobber's warehouse. Wherever you decide to store it, you'll want an accurate perpetual inventory kept, together with the knowledge that your paper is insured.

Say What You Mean

(Continued from page 14)

perfectly clear the president wanted to know about the design or quality of the cards. Some efforts have been made to avoid such experiences by insistence upon use of written, not spoken, words.

How does that work out? A highly reputable firm specializing in selling by mail, uses an inter-office memo sheet with a printed warning at the top: "Get it straight. No oral messages. Put it in writing."

But errors did occur in that mail order company, and it was discovered they were due to misinterpretation of written instructions. Thus, not even "saying it in writing" was foolproof.

In our electronic world where machines supposedly straighten out so much, why is there so much misunderstanding? The machines can add and subtract accurately, and they can do much more than that. They can almost think, but not quite. They can think only what they have been told. They cannot think with the aid of anything as marvelous as the human nervous system. They cannot create new ideas, anticipate the boss or decipher double-talk. Only human beings are able to distinguish sense from nonsense.

When things go wrong, the first thing to do is to look at your communication lines. Avoid argument about who said what. What a person seems to be saying is not necessarily what he means and sometimes he, himself, doesn't know it.

EVOLUTION OF JOB TITLES

YESTERDAY	TODAY	TOMORROW
Bookkeeper	Controller	Tax Avoidance Researcher
Head Clerk	Office Manager	Coffee Break Coordinator
Garbage Man	Sanitary Engineer	Excess Materials Manager
Telephone Girl	Switchboard Operator	Audio Communications Supervisor
Type-writer	Stenographer	Visual Transcriptionist

—Denver NOMA Chapter's Nomagram

Get extra mileage from your carriage

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Exclusive, Uncoated Numbered Edge makes carbon handling easier and cleaner. It insures you neatly typed, even carbons every time.

Stays Flat even in extreme temperatures. Each sheet is specially treated to insure smooth, flat, uniform handling ease.

Weights and Finishes to fit individual needs. You'll get crisp, clean results whatever your typing requirements.

And Webster offers you a variety of other high quality duplicating supplies: *typewriter ribbons* in cotton, nylon and silk for all typewriter makes; *office machine ribbons* for most types of adding, accounting, tabulating and addressing machines; *carbon paper rolls, spirit duplicating papers and master units.*

plus: hand cleansers, type cleaners, instrument oil, and duplicating fluid.

At better office equipment dealers everywhere — make it clear you want

Webster

MultiKopy Durametric Carbon Papers

Always send a "Time-Saver" courtesy carbon copy

F. S. Webster Company • 8 Amherst Street • Cambridge, Mass.

For More Information Circle No. 238

NMAA CONFERENCE

THE OPPORTUNITY to hear and see some of the latest developments in the fast-growing field of machine data processing will be offered at the 9th Annual Conference of the National Machine Accountants Assn. in San Francisco, June 22-24. There will be seminars covering the gamut of data processing from effective writing to the most advanced electronic processing installations. A continuation of the conference will take place in Honolulu, Hawaii, June 27-28, with a program of Pan-Pacific seminars and tours.

Registrants at the conference will be welcomed by San Francisco's Mayor, George Christopher, with an address at the opening session on June 22 at 9:30 a.m. The keynote address, "The Human Factors in Business Electronics," by John S. Woodbridge, controller, Pan American World Airways, will follow.

Seminars will be divided into three main areas: applications, equipment, and management and general education. In addition, a number of industry forums and tours to plants using advanced ADP equipment will be available. The application seminars include Manufacturing Control by James T. Walsh, Amplex Data Products Co., June 23, 9-11:40 a.m. and 1:30-4:10 p.m.; Non-Banking Applications of Character Sensing Equipment by Paul Twohig, National Cash Register Co., and L. D. Goldsmith, General Electric Co., June 24, 9-10: 10 and 10:30-11:40 a.m.; Engineering & Research Accounting by Jackson W. Granholm, Ramo-Wooldridge Div., Thompson Wooldridge, Inc., June 22, 2-3:10 p.m. and June 23, 10:30-11:40 a.m.; The Space Age by Atherton A. Newland and Eugene K. Fisher, Lockheed Missile Systems Div., June 22, 2-3:10 p.m. and June 23, 3-4:10 p.m.; Automated Payroll by J. F. Lynch, Post Office Dept., June 22, 2-3:10 p.m. and June 23, 3-4:10 p.m.; Warehouse and Inventory Control by Keith E. Olsen, Crown Zellerback Corp., and H. S. Middough, U.S. Naval Supply Center, June 22, 2-3:10 p.m. and June 23, 1:30-2:40 p.m.; Credit Card Accounting by Earl J. Isaac, Fair, Isaac & Co., and others, June 23, 1:30-2:40 p.m. and June 24, 9-10:10 p.m.; Managing a Punched Card Installation by George W. Meyer, Wells Fargo Bank and others, June 23, 9-11:40 a.m. and June 24, 9-11:40 a.m.; Managing a Computer Center by Dr. C. E. Miller, Standard Oil Co. of Calif., and others, June 23, 9-11:40 a.m. and June 24, 9-11:40 a.m.; An Introduction to Automatic Programing for business by James A. Baker, Broadview Research Corp., and others, June

Joseph L. Neumiller, NMAA conference manager, and Julia Lowe, compare an abacus with an electronic computer.

"THERMO-FAX" Copying Machines give you a perfectly dry copy fast. In just 4 seconds these all-electric machines copy directly from an original. The clean, dry copy can be on white, bond-weight paper or on any of 6 colors. This speed and simplicity saves you money with paperwork routines—such as billing, accounting, and addressing. To see all that dry copying can do, call your local dealer . . . or mail the coupon below.

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For More Information Circle No. 239

Olympia precision typewriters

Standard Office Typewriter

...write best of all ... because they're built best of all

Lightweight Portable

DeLuxe Portable

Meet the Olympia Family of Precision Typewriters—preferred the world over for their quality, value and ease of operation. There's one designed for every typing need – whether for office, home, school or travel use. Each features the finest in typing aids—from convenient half-spacing to exclusive spring-cushioned keytops. Precision-built to the highest standards in Europe's largest, most modern typewriter factory. See—test—compare an Olympia before you decide on any other typewriter. You will find Olympia a solid investment in efficiency.

Find Your Nearest Authorized Olympia Dealer in the **Yellow Pages**

OLYMPIA DIVISION, Inter-Continental Trading Corporation, 90 West Street, New York 6, New York

For More Information Circle No. 315

23, 1:30-4:10 p.m. and June 24, 9-11:40 a.m.; Feasibility Studies C. W. Lambert, Sperry Operations-General Mills, Inc., June 22, 2-3:10 p.m. and June 23, 9-10:10 a.m.

In addition, nine seminars on equipment and seven on management and general education are slated. The former include: The IBM 1401; Source Data Origination; RCA-501 Applications; Processing Hard Copy at Computer Speeds; Business Applications of Small Computers; EDPM on the Solid State Computer; General Purpose Application of Larc System; What to Expect from the Computer Manufacturer; and Honeywell Approach to Low Cost Data Processing. Management and general education seminars include: Writing Effective Reports; Auditing the Data Processing System; The Relationship of Data Processing to Top Management; Introduction to Advanced Management Techniques; Systems Planning and Development for EDP; Supervision and Human Relations; NMAA National Education Program.

Forums will include public utilities, transportation, banking, state and local government, casualty insurance, life insurance, brokerage accounting, publishing, retail stores, chains, petroleum, air frames, electronics, chemicals, and food. If sufficient requests are received additional forums will be set up.

Tours, leaving from the Fairmont Hotel, will take registrants to see IBM's 604 and RAMAC production at its San Jose plant; two 1103's, a 709 and a 7090 at Lockheed's missile plant at Palo Alto; Moore Business Forms' plant; Pacific Gas & Electric Co., two 705's, five 720A printers on utility billing; Firemen Fund Insurance Co., 705 model 2 on fire casualty applications; and other industrial computer applications in the vicinity.

For complete details of the conference, including the Pan-Pacific Seminars in Honolulu, write to 1960 Conference NMAA, Box 3617, Rincon Annex, San Francisco 19.

NMAA CONFERENCE EXHIBITORS

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How to stop girl poaching!

"Our Pres. is one of those direct action, do-it-now guys. Whenever he wanted to send out dividend checks, dealer bulletins or copies of his own speeches, he just commandeered all the girls in the shop, and put them on his chain gang. The girls hated it – and our daily work schedules went haywire.

"Then our office manager learned about Pitney-Bowes' little folder and inserter – and the Big Boy gave up girl poaching. One girl now handles all the mailings. No crises, no sweat!"

A compact, combined folding and inserting machine, the 3300-FH can fold and stuff 500 single enclosures into envelopes in eight minutes.

Pitney-Bowes Folders & Inserters

Made by the originator of the postage meter . . . 139 offices in the U. S. and Canada, with nationwide service coast to coast.

It will handle statements, invoices, booklets, price lists, coupons, even stapled sheets.

The 3300-FH is a cinch to set and easy to use; folds and stuffs more accurately than hand operations; feeds and stacks automatically; helps avoid diversion of girls from their regular jobs and the interruption of office schedules; saves time, overtime, and hiring temporary workers.

Both the folding machine and the inserter can be used separately.

Any Pitney-Bowes office will give you all the details on this wonderful new work-saver. Or send coupon for free illustrated literature and case histories.

FREE: *Handy desk or wall chart of postal rates, including recently increased parcel post rates.*

The 3100 Inserter is a larger, high capacity model, that will stuff up to six enclosures, at speeds as high as 6,000 per hour. It can also be attached to a Pitney-Bowes postage meter mailing machine that meter stamps and seals envelopes after stuffing.

PITNEY-BOWES, INC.
3469 Crosby St., Stamford, Conn.

Send free ☐ illustrated booklet and "case studies" on PB Folding and Inserting Machines; ☐ Postal Rate Chart.

*Name*_____

*Address*_____

For More Information Circle No. 256

Effective Methods of Communication

The tenth in a series of articles by Harry L. Wylie, Assistant Secretary-Treasurer, Pure Oil Co., Chicago, covering the basic office functions and showing how office methods can be improved—especially in medium size and smaller companies.

A SURVEY made several years ago looked into the causes of employee dissatisfaction with supervision. High on the list of criticisms were the statements, "Supervisors are not available for conference with employees", or "My supervisor is too busy to see me." Personal contact is part of the broad subject of communication, and like many topics involving management techniques, requires clarification.

Communication by personal contact can apply to all levels of management; however, here the inability of employees to confer with management refers to first line management: departmental supervision. Unless the distinction is made between (1) supervision at the clerical level, and (2) management at the top level, inconsistency and misinterpretation can result. Most organization experts agree that the line supervisor is contact supervision whose responsibilities include (1) production planning and control (about 40%), (2) personal contact in policy interpretation, employee evaluation, disciplinary action, handling personal problems of the employees, and personalizing company objectives (about 40%), and (3) miscellaneous duties of departmental operation, special assignments and clerical activities (about 20%). The supervisor represents the company and establishes the attitudes and atmosphere under which employees work. Human relations problems are greatest at this level.

Communications include all forms of interchange of thoughts, opinions and messages, by written as well as spoken words. With this broad concept in mind, here are some avenues of communication:

1. *Correspondence.* If one were to name only one industry excess, it would be the unrestrained use of the written word. Many companies have improved their communications by developing correspondence manuals. In the author's opinion, a good example is one published by the Glens Falls Insurance Group, Glens Falls, N. Y. Other insurance companies have excellent correspondence manuals (such as the Kemper Group in Chicago).

Write briefly for best appearance. Written communication must be precise if it is to serve its purpose or correspondence becomes expensive, and time consuming.

2. *Office memoranda.* This may have two different purposes: (1) for transmitting and routing papers, reports, forms or other items; (2) or for short, informal internal messages. Each use has a different form to serve its purpose best. The office memo which is used principally for routing, for short

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messages (or instructions) which might accompany a transmittal, or for recording calls, is illustrated in Fig. 1. The memo form which is used for short interoffice messages should provide for the message and reply, as illustrated in Fig. 2 which is a snap-out form, using one-time carbon, and consisting of three parts. The original and first copy are sent to the person to whom the message is addressed. The first snap separates 1 and 2 (which remain attached) from 3 which is put in an open file pending reply. When the reply is written 1 and 2 are separated; 1 is returned and 2 is retained. Upon receipt of 1 with the message and reply, 3 is destroyed and 1 is retained as long as essential. This form provides all persons concerned with file copies and does away with making copies or retaining small memo papers in the file. Guy Fergason, president of an insurance personnel and consulting company in Chicago, has used such a form for several years with good results and with considerable savings in correspondence costs.

3. *Bulletin boards.* These are usually thought of as being used in plants; however, they are equally effective for communication in the office. Their use normally is for general information, institutional messages and, in some cases, personal data, lost and found, and miscellaneous items. Specific operational information is best covered by letter, as are policy matters.

A midwestern oil company has used bulletin boards for several years with good effect. Each week a timely institutional or industry message (properly illustrated) is posted. The boards are

OFFICE MEMORANDUM

Mr. _____ Location _____ Date _____

Please Call	✓	Message
Please Handle		
Please See Me		
Please Note & Return		
Please Approve		
Please Advise		
For Your Attention		
For Your File		
For Office Circulation		

(Signed) _____

Fig. 1. Form for routing papers and brief messages or instructions.

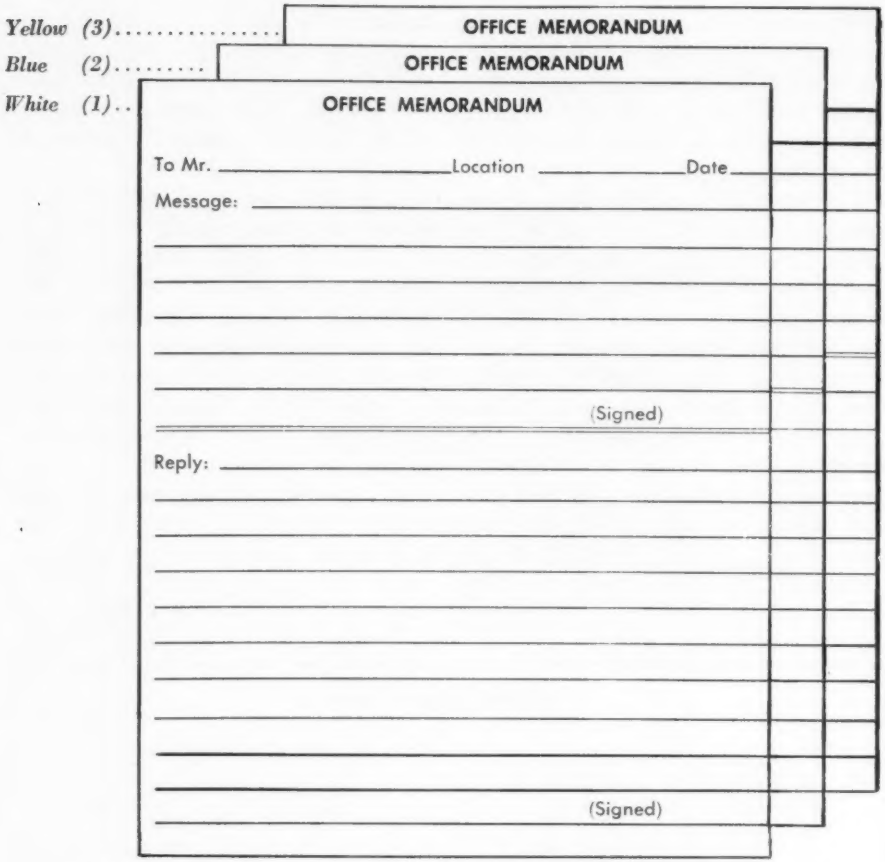

Fig. 2. A snap-out form with one-time carbon for office messages and replies.

carefully located at various points in the office so as to get good coverage. Other companies, as a means of general communication, use the reading rack where pamphlets, booklets, and other literature are placed for office and plant use. In the author's opinion, bulletin boards are not the media for disciplinary matters, policy declarations and important announcements of organization changes.

4. *Periodic bulletins.* This is an effective means of keeping the employees informed. One company which adopted the management newsletter idea ran into another problem, not originally contemplated. The company distributed the letter through department managers. It had been assumed that each department manager would distribute the letters immediately. After some time and some criticism by employees, an investigation by management discovered that several department managers kept

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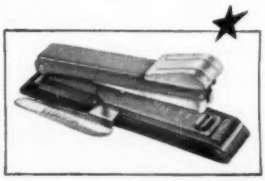

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the letters on their desks and delayed distributing them for several days. In other cases, department managers who were out of town made no provision for distribution of the newsletter, so the letters were held for the manager's return. Regardless of the cause, anything that delays distribution of information and prevents simultaneous notification of all employees, destroys the value of this method of communication.

5. *Copies of letters vs. circulation of copies to interested persons.* Distribution of multiple copies of letters, forms, reports, documents and written materials compounds their handling and storage cost. Withholding data under a false standard of economy (reducing number of available copies below organization needs) creates work by requiring manual copying of notes and posting data from circulated copies. Between these two extremes, which are extremes of attitude, lies an area in which the nature of the communication determines the means of circulation.

A good rule to follow is: (1) if action in any form is required as the result of the information contained in a written item, the person on whom the responsibility for action rests should receive a copy; (2) if the communication contains information of interest to others, circulating a copy among those who are to be informed is sufficient; (3) if it requires written approval by an executive, the original communication should go to the executive before copies are released and/or circulated. The latter step might appear unnecessary on the assumption that any prudent person would obtain approval before releasing data of any type. Often in their eagerness to expedite action, subordinate management assumes higher management approval only to learn of circumstances which cause recall of the data or the cancellation of action which requires time, causes embarrassment and confusion. Communications, depending on human actions, are never perfect. In one case, a buyer ordered advertising pieces according to practice, only to learn that the style of a particular product was under study for a change. The change was kept under wraps until all concerned could be notified. Management assumed that nothing would be done without their knowledge. The buyer assumed that, in the absence of instructions, he could follow his customary practice of reordering advertising literature. It cost this company exactly $10,000 to pay for the work performed by the supplier. Experience often comes high.

6. *Company magazines.* Employee publications are usually used for personal data, vital statistics and company activities of a general nature. Some companies have broadened the scope of their house organs to include training materials and articles. Company magazines are not the type of vehicle by which policy is disseminated.

Communications, to be effective, must be a two-way path and should include all forms of written communications and personal contacts, each being selected on the basis of need, type of communication, and the group to be covered. No one vehicle will serve all purposes. Consistency of use is as important as selectivity of use.

(Next month Mr. Wylie will discuss the Effective Use of Ideas.)

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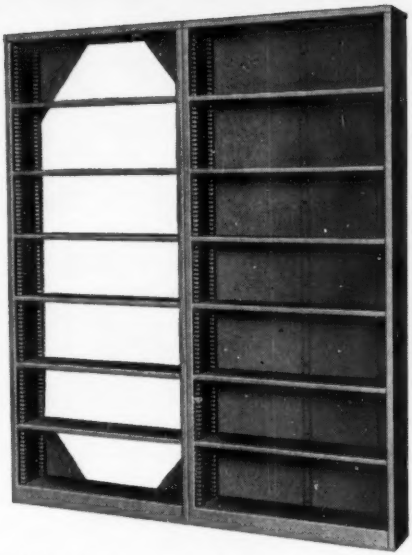
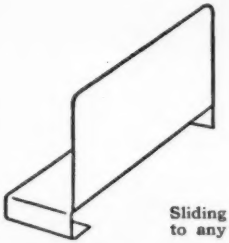
You will appreciate the trim styling, functional efficiency and sturdy construction of Borroughs closed-type Library Shelving. Three heights—42", 84", 90". Width 36". Single or double face. 9¼"-deep shelves are adjustable on ¾" centers without nuts or bolts. Send for more details.



Send for literature



Sliding Book Stop, which can easily be moved to any desired position, is an optional feature.

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It's called a Friden Programatic Flexowriter. Here it is being used to write sales orders. After inserting a pre-punched card in the reader, the operator touches a key. The machine writes in the entire heading at a speed of 100 words per minute, pausing only to let the operator insert the date.

Next, the operator inserts a card for the first line item. She enters the quantity, touches the key again, and the machine does the rest.

As it writes, the machine punches selected information into a paper tape. Later, this tape can be: (1) Run back through the Flexowriter to produce a typewritten summary of orders, (2) Fed into a Friden CTS Computyper to prepare *invoices* automatically, (3) Fed into a card punch to prepare tab cards. (Or, the Flexowriter can control tab card punching directly.)

This revolutionary new system of document writing is working beautifully in hundreds of offices. Your Friden Systems Man can give you the full story. Or write: Friden, Inc., San Leandro, California.

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SALES, SERVICE AND INSTRUCTION THROUGHOUT THE U. S. AND THE WORLD

For More Information Circle No. 276

AUTOMATIC SYSTEMS

Current trends in office automation including data processing.

What Happens to Employees When Offices Install Electronic Computers?

TO FIND OUT the problems involved and how they are solved, the Bureau of Labor Statistics of the U.S. Dept. of Labor made a study of 20 offices that had installed large-scale electronic computers. An article in the *Monthly Labor Review** summarized the findings of this study. The computers provided greater clerical output of routine work with the same or fewer employees; economies in time, space and equipment, and greater accuracy. In some offices, the increased flow of information on inventory and other operating conditions, which was previously uneconomical to acquire, enlarged the clerical workload but, by extending management control, pointed to the possibility of savings in nonclerical activities.

The full impact was not felt at the time the new equipment began to operate because the new applications were

*"Experiences With the Introduction of Office Automation" by Edgar Weinberg, *Monthly Labor Review*, April, 1960, p. 376. A detailed analysis will appear in "Adjustments to the Introduction of Electronic Data Processing," forthcoming Bureau of Labor Statistics Bulletin 1276.

Table 1. Job status of affected employees a year after introduction of electronic data processing, by age groups.

Type of job change	All ages		Under 45 years		45 years and over	
	Number	Percent	Number	Percent	Number	Percent
All employees	[2] 2,808	100.0	2,164	100.0	644	100.0
No change in position	1,498	53.3	1,059	49.0	439	68.2
Position changed	883	31.4	724	33.5	159	24.7
Reassigned within same work unit	552	19.7	460	21.3	92	14.3
Transferred	331	11.8	264	12.2	67	10.4
To computer unit	52	1.9	46	2.1	6	.9
To other units	279	9.9	218	10.1	61	9.5
Quits, layoffs, and other separations	427	15.2	381	17.6	46	7.1
Quits	328	11.7	322	14.9	6	.9
Retirement and deaths	42	1.5	3	.1	39	6.1
Leaves of absence	35	1.2	34	1.6	1	(3)
Discharges	13	.5	13	.6	------	------
Layoffs	9	.3	9	.4	------	------

[1] Data relate to employees in affected units of 18 offices, 6 months prior to introduction.
[2] Total excludes 7 employees for whom data were insufficient.
[3] Less than 0.05 percent.

NOTE: Because of rounding, sums of individual items may not equal totals.

Occupational classification	Employment 6 months prior to computer installation		Occupational classification												
	Number	Percent	All groups	1	2	3	4	5	6	7	8	9	10	Electronic data processing	Separated
All groups	2,772	100.0	100.0	1.6	6.2	6.0	22.3	15.2	0.1	1.3	14.1	15.1	1.4	1.8	15.0
1. Administrative	41	1.5	100.0	82.9	----	4.9	----	----	----	----	----	----	----	7.3	4.9
2. Supervisory	176	6.3	100.0	3.4	80.7	2.8	2.3	0.6	----	----	----	2.3	----	3.4	4.5
3. Accounting and professional	157	5.7	100.0	1.3	3.2	81.5	----	----	----	----	----	----	----	8.3	5.7
4. Posting, checking, and maintaining records	719	25.9	100.0	----	.4	1.1	68.6	4.0	0.4	0.4	3.5	1.7	1.5	.4	17.9
5. Computing and statistical	492	17.7	100.0	----	1.4	2.2	7.1	73.4	----	----	1.8	.4	.6	.4	12.6
6. Correspondence work	13	.1	100.0	----	----	----	----	----	----	----	----	----	----	----	----
7. Stenographic and secretarial	34	1.2	100.0	----	----	----	2.9	----	----	85.3	2.9	----	----	----	8.8
8. Keyboard or keypunch machine operations	447	16.1	100.0	----	.2	.4	4.5	1.8	----	1.1	72.9	2.2	----	.7	16.1
9. Tabulating and related machine operations	618	22.3	100.0	.2	2.4	1.3	5.5	3.4	----	----	3.6	62.0	1.0	3.1	17.6
10. Sorting, routing, classifying, and filing	85	3.1	100.0	----	----	----	34.1	1.2	----	----	9.4	8.2	23.5	----	23.5

[1] Excludes 43 employees for whom data were insufficient.
[2] Insufficient data to warrant presentation of percentage distribution.

NOTE: Because of rounding, sums of individual items may not equal 100.

made step by step with advance planning over an average of three years. This included informing and consulting with employees about the changes and establishing procedures for reassigning those whose positions were eliminated. Most of the offices assured employees that no one would lose his job on account of the computer. Hiring was curtailed so that normally occurring vacancies could be filled by displaced employees.

Studied were the home offices of some of our largest corporations with from 700 to 14,000 employees: public utilities, airlines, chemicals, electrical machinery, aircraft, petroleum, steel, railroads, and seven insurance companies. Seven of the companies had collective bargaining contracts for office workers.

Within a year following introduction of the computer, about a third of the 2800 employees in units where work was placed on computers had been transferred to other positions either in their same units or elsewhere in the office. (See Table 1.) Most remained in the same position. About one-sixth quit, retired, died or took leaves of absence. Nine were laid off. Employment in the affected group was about 25% less at the end of the year.

A little over 80% of affected employees had been in routine jobs (See Table 2) and the rest were in administrative, supervisory and accounting work. A little over 4% were engaged in correspondence, stenographic and

Table 2. Percentage distribution of affected employees by occupation, a year after computer installation.

Occupational classification prior to employment in electronic data processing	Percentage distribution of employees in electronic data-processing positions after computer installation study				
	Totals	Administrative and supervisory	Planning and programming	Console operation	Auxiliary equipment operation
All groups: Number	915	69	637	77	132
Percent	100.0	7.5	69.6	8.4	14.4
All groups	100.0	100.0	100.0	100.0	100.0
Accounting and professional	35.4	44.9	43.5	16.9	2.3
Administrative and supervisory	13.3	40.6	11.9	14.3	5.3
Tabulating and keyboard machine operation	13.1	2.9	4.4	31.2	50.0
Posting, checking, maintaining records, and filing	10.7	2.9	9.3	16.7	18.2
Computing and statistical	5.4	----------	6.0	2.6	6.8
Correspondence and secretarial work	2.0	----------	1.7	5.2	2.3
Nonclerical	1.2	1.4	1.1	1.3	1.5
New hires	18.9	7.2	22.1	11.7	13.6

NOTE: Because of rounding, sums of individual items may not equal totals.

Table 3. Occupational classification of employees in the new electronic data processing positions compared to their previous occupational classification.

secretarial jobs. Most of those still employed a year after the installation continued to do the same kind of work, with about 16% doing a different type of routine work. Less than 2% got electronic data processing jobs, mostly administrative, accounting or tabulating machine work. Close to one-third were promoted; a negligible number were downgraded.

Groups whose work went on computers represented an average of only 5% of total office employment. Over the four years, total employment in 17 offices increased an average of 7%, while clerical workers in the nation increased 15%. More than 80% of all in the new positions came from within the offices. (See Table 3.) Those hired from outside were primarily trainees who received four to five weeks formal classroom instruction for programers, and on-the-job training for equipment operators. About 10% of these were women compared to 50% in the original affected departments. The typical person selected for programing was male between 25 and 34, with some college education, who had been in accounting, procedure analysis or related work.

Reassigning employees and staffing the new positions sometimes involved complex personnel problems. Finding suitable positions for long-term employees, especially supervisors, without disturbing promotion opportunities of other employees, presented difficulties. There was some uncertainty about salary rates for the new jobs, and the validity of tests for selecting applicants.

While older employees were not as much affected by the change in job status because of general policies assuring job security and seniority rules, they were not promoted to newly created positions to the extent that younger workers were, except in a few cases where their sense of responsibility, maturity and experience were required.

Two New RCA Computers: Larger 601 and Smaller 301

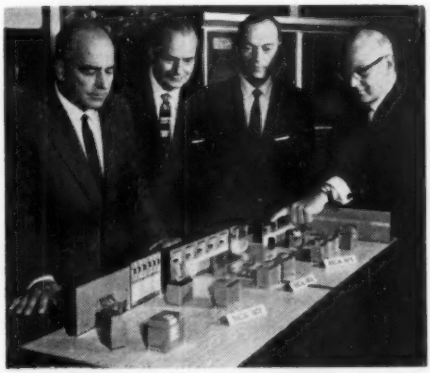
WITH THE INTRODUCTION of the transistorized RCA 601 and 301 electronic data processing systems, the Electronic Data Processing Div. of Radio Corp. of America, Camden 2, N. J., now offers a complete range of basic and peripheral computer equipment for large and small businesses. The RCA 601, in a second's time, can make up to 666,667 decisions or add 183,000 11-digit numbers. It can multiply 11-digit figures in ten-millionths of a second. The 601 can recall a fact or figure from its memory equipment in 1.5-millionths of a second with tape speeds up to 120,000 numbers, letters or symbols per second. With a multiple printer hook-up, the equipment can print a full-length novel in one minute (7200 lines of 120 characters each).

The modular design of the 601 protects against computer obsolescence. A great variety and volume of work can be produced by plugging in additional equipment. The system can be built up to handle 20 programs at one time. Computer modules, approximately 11″ wide, 24″ high and 24″ deep, are housed four to a cabinet with power supply. Its programing is compatible with any other data processing equipment. For example, it can take instructions from any kind of unit and feed the data directly to the 601.

The 601 tape station's cabinet holds all components for reading, writing and erasing magnetic tape at 150″ per second. Each reel contains 2400 ft. with a recording density of 800 characters per inch. Recording is simultaneous on ten channels, six for information and four for accuracy control.

The on-line printer is electrically connected to the computer and prints out data at 72,000 characters a minute. Printing format is controlled by the computer, directly or through a punched tape loop in the printing unit.

The fully transistorized card reader-punch reads 600 cards a minute and



Models of three transistorized electronic data processing systems (RCA 301, 501 and 601) are examined by John L. Burns (right), president, Radio Corp. of America, and l. to r., John E. Johnson, marketing vice president, Electronic Data Processing Div., Donald H. Kunsman and T. A. Smith.

New from Royal Precision... RPC-9000

THE LOWEST-PRICED COMPLETE DATA PROCESSING SYSTEM ON THE MARKET TODAY!

Economical design: The new, completely-transistorized RPC-9000 is designed for serial mode of operation. This feature utilizing magnetostrictive delay lines for high-speed memory permits great reduction in original equipment costs. Tape transports using continuously revolving loops of magnetic tape rather than "start-and-stop" techniques further cut initial investment.

Efficient operation: The RPC-9000 processes data "in line." Data are accepted in random order, and all affected records are automatically updated in a single uninterrupted sequence of operations. No batching or sorting is necessary. Data are recognized by content, not loca-

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If you have sales ability and are interested in electronic data processing, contact your nearest Royal McBee

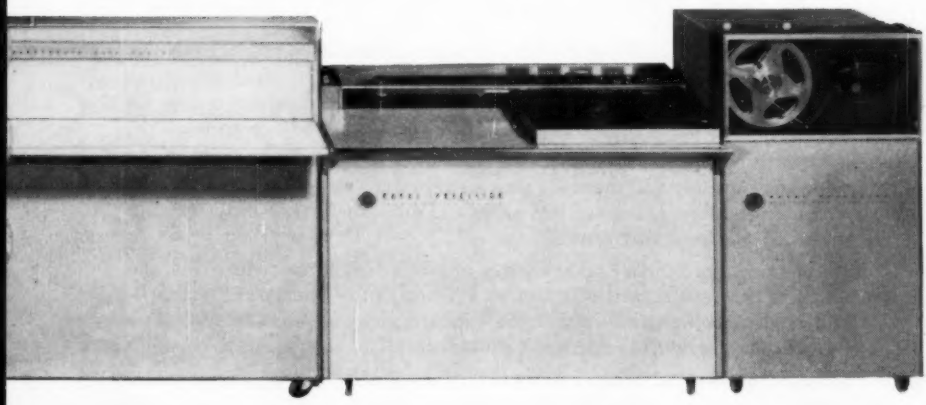
tion. This eliminates the need for location codes, and allows efficient utilization of storage capacity. Eight separate records are searched simultaneously. Completely buffered input-output permits simultaneous operation of all system components.

Tailored to your needs: With the RPC-9000 you buy the exact amount of data processing you require. Start with the basic system—computer, tape-typewriter, magnetic tape storage unit. Then, as your volume grows, you can add high-speed paper-tape punches and readers; punched card readers; line printers; additional tape typewriters; more magnetic tape cartridges; more internal memory. You can operate up to 30 of these devices at the same time.

Economical in use: The RPC-9000 is designed for ease of operation and maintenance. It uses power from any ordinary wall outlet, requires no air conditioning or site preparation. This low-cost system will perform the full range of your data processing needs. See your nearby Royal McBee Data Processing Systems Sales Representative without delay, or write to the address below for comprehensive brochure.

Royal Precision Corporation

Royal Precision—producers of the LGP-30, the RPC-4000 and the RPC-9000—is jointly owned by the Royal McBee and General Precision Equipment Corporations. Sales and service are available coast-to-coast, in Canada and abroad through Royal McBee Data Processing Offices.



DATA PROCESSING DIVISION, PORT CHESTER, N. Y.

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Teletype machines help cut costly paperwork

A Teletype machine equipped with a simple sprocket-feed mechanism can handle multi-carbon forms as readily as the more familiar plain paper on which messages are transmitted. Thus distances can be bridged not only with information, but with information that is preprocessed, ready to go to work.

Example: A sales order is transmitted from branch office to home office and reproduced accurately and precisely on a form in the Teletype machine—with carbons for production, accounting, shipping, etc. No further order-writing effort needed, no recopying errors.

Teletype printers handle a wide variety of multi-copy forms. Moreover, the usefulness of this techinque can be further extended with Teletype tape punching and reading equipment—which can capture, store and utilize repetitive data to further mechanize paperwork procedures.

Teletype Corporation manufactures this equipment for the Bell System and others who require the finest in data communications equipment.

For more information about Teletype Model 28 equipment, please write to Teletype Corporation, Dept. 34F, 4100 Fullerton Ave., Chicago 39, Illinois.

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For More Information Circle No. 280

punches 100 cards a minute. Input cards are read twice for accuracy and cards are also read after punching to check accuracy. Rental fees for the 601 will begin above $20,000 a month.

The compact RCA 301 system is designed to provide full-scale data processing for small firms. It uses magnetic discs (similar to 45 rpm records) for its memory, but also can use magnetic tape on reels. The processor incorporates two sizes of core memory (either 10,000 or 20,000 individually addressable alphanumeric characters), program control and simplified control panel. Other modules are readily added: card punch control, paper tape control, reader control, printer control and simultaneity control which permits computer to perform other functions while making a memory search.

The 301's memory unit holds 128 discs with magnetic recordings on two sides for a capacity of 4½ million characters. Up to five such disc files may be incorporated into a system and discs can be rapidly interchanged or erased. Up to 12 magnetic tape memory units can be included in a 301 system, each capable of storing four million characters. Tape can be read forward or backward at equal speed.

The 301's printer turns out data at 72,000 characters a minute with variations in format and editing under control of the stored program. Other units are available for input media. The 301 can serve as a complete data processing system or as an auxiliary to the larger RCA 501 or 601 systems. In the latter capacity, it can be used as a tape-to-card converter, off-line high speed printer, or paper tape to magnetic tape converter. Rental of the RCA 301 system will range up to $9000 a month.

Magnetic memory discs for the RCA 301 system are similar to 45 rpm records. System also can use magnetic tape on reels. T. A. Smith (left) is RCA Industrial Electronic Products' executive vice president. Donald H. Kunsman (right) is vice president and general manager of the Electronic Data Processing Div.

Orders already have been received for 35 301 systems, and lease arrangements have been concluded with Southern Bell Telephone Co. and New Jersey Bell Telephone Co. for 601 systems, according to John L. Burns, RCA president. The two new systems also will be integrated into the network of RCA Electronic Systems Centers being established in major cities and now using the RCA 501. Centers are operating in New York and Cherry Hill, N. J., near Philadelphia. A third is being installed in Washington, D. C., and others are planned later this year in midwest and west coast locations. For more information on the RCA 301 and 601, **Circle No. 101.**

COMPUTER COMPARISON CHART

C — Magnetic Core
D — Magnetic Drum
Di — Magnetic Disk
CRT — Cathode Ray Tube
K — Keyboard
MT — Magnetic Tape
PC — Punched Card
Pr — Printer
PT — Punched Tape
R — Relays
S — Sonic Delay Lines
VT — Vacuum Tube

Manufacturer, Type, Model	Price Average System ($1,000)	Average Rental ($/Mo.)	Qty. Delivered	First Shipment	Deliv. Time (Months)	Input	Memory	Output	KVA Power	Area (Sq. ft.)
PUNCHED CARD COMPUTERS										
IBM 604	26	550	4,200	12-48	2-6	PC	VT	PC	6.9	20
IBM 607	42	900	425	10-53	2-6	PC	VT	PC	11	23
Univac 60	75	1,015	980	6-54	4	PC-PT	VT-R	PC	10	43
Univac 120	97.5	1,350		6-54	4	PC-PT	VT-R	PC	10	43
SMALL-SCALE AND DESK SIZE COMPUTERS (UNDER $50,000)										
Burroughs E101	25.5	1,000	205	1955	1-2	K-PT-PC	D	PT-Pr	2.5	17
Clary DE-60	18	540	12	9-59	3	K-PT	D	PT-Pr	.15	15
IBM 632	5.6	175	800	6-58	2	K	C	K-PC-Pt	1	5
Monroe Monrobot IX	9.6	275	78	3-58	3-9	K	D	PC-Pr	.75	10.6
Monroe Monrobot XI	24.5	700	2	4-60	9	K-PT-PC	D	PT-PC-Pr	.85	13.5
Royal Precision LGP-30	49.5	1,100	400	1956	3	K-PT-PC	D	PT-Pr	1.5	11
MEDIUM-SCALE COMPUTERS ($50,000-$500,000)										
Alwac III-E	114	3,450	40	2-54	1-3	K-PC-MT-PT	C-D-MT	PC-MT-PT-Pr	8 up	28 up
Bendix G-15	60	1,750	300	1955	3-4	K-PC-MT-PT	D-MT-PT	PC-MT-PT-Pr	3.8 up	6.5 up
Bendix G-20	490	12,500	0	1-61	18	K-PC-MT-PT	C-MT	PC-MT-PT-Pr	10	350
Burroughs 205	250	4,600	122	1954	66	K-PC-MT-PT	D-MT	PC-MT-PT-Pr	19	900 ↑
Burroughs 220	320	8,500	37	1958	6	K-PC-MT-PT	C-MT	PC-MT-PT-Pr	30	1,200 ↑
Burroughs B251 VRC	217	3,975	0	1961	-	K-MICR Items	C	Pr	15	65 up
Control Data 160	60	1,500	0	4-60	6	K-PC-MT-PT	C-MT	PC-MT-PT-Pr	.5 up	20 up
Honeywell 400	390	8,660	0	7-61	16	PT-PC-MT	C-MT	PT-PC-MT-Pr	23	600
IBM Ramac 305	190	3,200	660	1957	12	PC-PT	Di-C-D	PC-Pr	15.1	360
IBM 650 (All types)	200	3,750	1,250	11-54	8-12	PC-MT-PT	C-D-Di-MT	PC-MT-Pr	17 up	37 up
IBM 1401 (All types)	224	5,850	0	11-60	-	PC-MT	C	PC-MT-Pr	8 up	336 up
RCA 301	275	5,500	0	7-61	18	K-PC-MT-PT	C-Di-MT	PC-MT-PT-Pr	15	400
Royal Precision RPC-4000	87	1,750	0	7-60	3-6	K-PT	D	PT-Pr	1.5 up	100 up
Royal Precision RPC-9000	120	2,450	0	7-60	6	K-PT-PC-MT	L-MT	PT-MT-Pr	.6 up	150 up
Univac File Computer 0 and 1	180-250	4-6,000	110	1956	12	K-PC-MT-PT	C-D	PC-MT-PT-Pr	10	1,000 ↑
Univac Solid-State Computer	347	6,950	80	1958	12	PC-MT	D	PC-MT-Pr	15	275

LARGE-SCALE COMPUTERS ($500,000 UP)

Control Data 1604	1,155	32M	3	1-60	10	K-PT-PC-MT	C-MT	PC-PT-MT-Pr	20	600 †
Datamatic 1000	1,750	35M	6	12-57	12	PC-MT	C-MT	PC-MT-Pr	120	4,500 †
Honeywell 800	1,000	20-40M	0	10-60	19	PT-PC-MT	C-MT	PT-PC-MT-Pr	30	950 †
IBM 704 (discon.)	1,900	44M	90	12-55	12-18	PC-MT	C-D-MT	PC-MT-Pr-CRT	125	2,000 †
IBM 705 (Models I, II, III)	1,900	37M	135	11-55	15-20	PC-MT	C-D-MT	PC-MT-Pr	90-105	3,000 †
IBM 709	2,600	55M	30	8-58	15-20	PC-MT	C-D-MT	PC-MT-Pr-CRT	150-160	3,000 †
IBM 7070	900	20M	1	3-60	18	PC-MT	C-Di-MT	PC-MT-Pr	32	900 †
IBM 7080	2,530	55M	0	-	18-24	PC-MT	C-MT	PC-MT-Pr	45	1,000 †
IBM 7090	2,880	64M	6	11-59	18	PC-MT	C-MT	PC-MT-Pr	35	1,100 †
NCR 304	850	17M	6	1-60	18	PT-PC-MT-K	C-MT	PT-PC-MT-Pr	25	1,200 †
Philco Transac S-2000	1,500	30M	5	1958	12	K-PC-MT-PT	C-D-MT	PC-MT-PT-Pr	24	800 †
RCA 501	800	16M	18	5-59	12	K-PC-MT-PT	C-D-MT	PC-MT-PT-Pr	35	1,200 †
RCA 601	2,000	42M	0	7-61	18	K-PC-MT-PT	C-MT	PC-MT-PT-Pr	40	1,200 †
Univac I (discon.)	1,280	23M	48	4-51	-	PC-MT	L-MT	PC-MT-Pr	120	2,500 †
Univac II	1,520	28M	32	12-57	12	PC-MT-PT	C-MT	PC-MT-PT-Pr	120	2,500 †
Univac 1101-1105	1,500	30M	45	5-50	12	K-PC-MT-PT	C-D-MT	PC-MT-PT-Pr	120	3,000 †

As of May 1, 1960. Where exact figures were not available, estimates were used. † Average working area.

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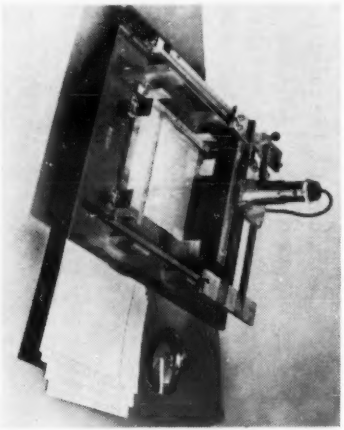
A Fast, Low-Cost Data Retrieval System

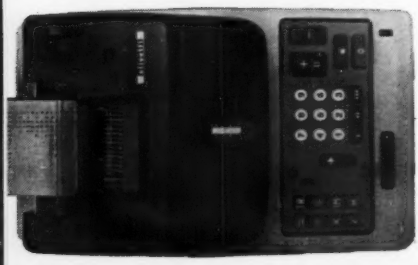
AN ADVANCED line of information retrieval equipment has been developed by Jonker Business Machines, Inc., Gaithersburg, Md. Based on an inverted punched-card method, Jonker Termatrex systems will handle small and medium-size information collections ranging from 10,000 to 200,000 items at a cost of $200 to $2000. Equipment is also being developed to search millions of items in a matter of minutes. The systems will be of interest to firms that require control of articles or reports, design data, test data, research data as well as permanent inventories, drawings, photographs, etc. Other applications are control of correspondence files, personnel records and available manpower, etc. The Jonker firm is now working on equipment to tie the Termatrex line into computer systems to enormously extend the range of existing computers while allowing small retrieval systems the benefits of computer



The Termatrex 10 Tracknodel and some of the cards used in this data retrieval system.

olivetti

The high-speed, easy-to-operate Olivetti Divisumma 24, the calculator with a memory, provides printed proof of all operations. By automatically retaining intermediate results (including quotients), it eliminates manual re-entries and reduces errors. There's an Olivetti branch or dealer near you. Olivetti Corporation of America, 375 Park Avenue, New York 22, New York.



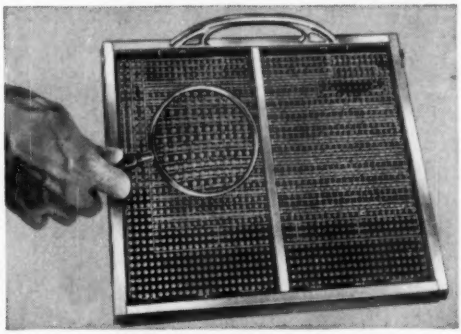
For More Information Circle No. 259

service organizations. On the other hand, an office Termatrex system, said to cost less and be simpler to operate than the average copying machine, will allow any secretary or typist to apply the same techniques to office correspondence and records.

To achieve low cost, speed and simple operation, Jonker had to go back to the simplest data processing medium, a small hole in a piece of paper and invert it. Two basic principles of punched card data handling are the conventional and inverted methods. The former calls for each card to be dedicated to an item (such as a person) and all terms describing the item (or person) are punched on the item card.

With the inverted method each card is dedicated to a word in a vocabulary of keywords, and the serial number of items are punched on the keyword cards. A number of keyword cards which together describe the question, are superimposed in a Termatrex machine. For example, if a personnel file search is made for all single male employees with training in electronics and who speak Japanese, the term-cards "male," "single," "electronic" and "Japanese" are superimposed in a Termatrex machine. Coinciding holes in these term cards, visible as light dots, designate employees answering the description. Their serial

NEW Self-Contacting Control Panels with Unmatched Legibility!



Easier to wire to check to change

Specially developed screening process, inks and paints give you unmatched clarity and larger characters, highest scratch resistance, long, trouble-free service. Plus these advantages: Aluminum frame and contoured handle lightness . . . plastic-light covers with thumb-pressure release . . . 24-hour shipping service . . . unconditional guarantee.

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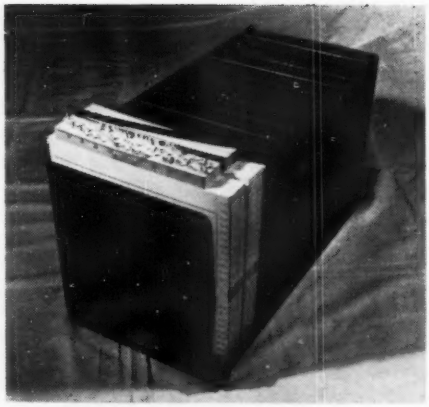
Post Office Box 1106
WAYNESBORO, VIRGINIA

For More Information Circle No. 372

numbers correspond to the coordinates of the positions of the light dots and can be read out at approximately 3-4 seconds per employee.

In this manner, collections of tens of thousands of items can be searched by means of extremely simple and inexpensive equipment, which anybody can operate. **For More Information Circle No. 105.**

Termatrex data cards are shown at right.



Automatic Signature Verifier

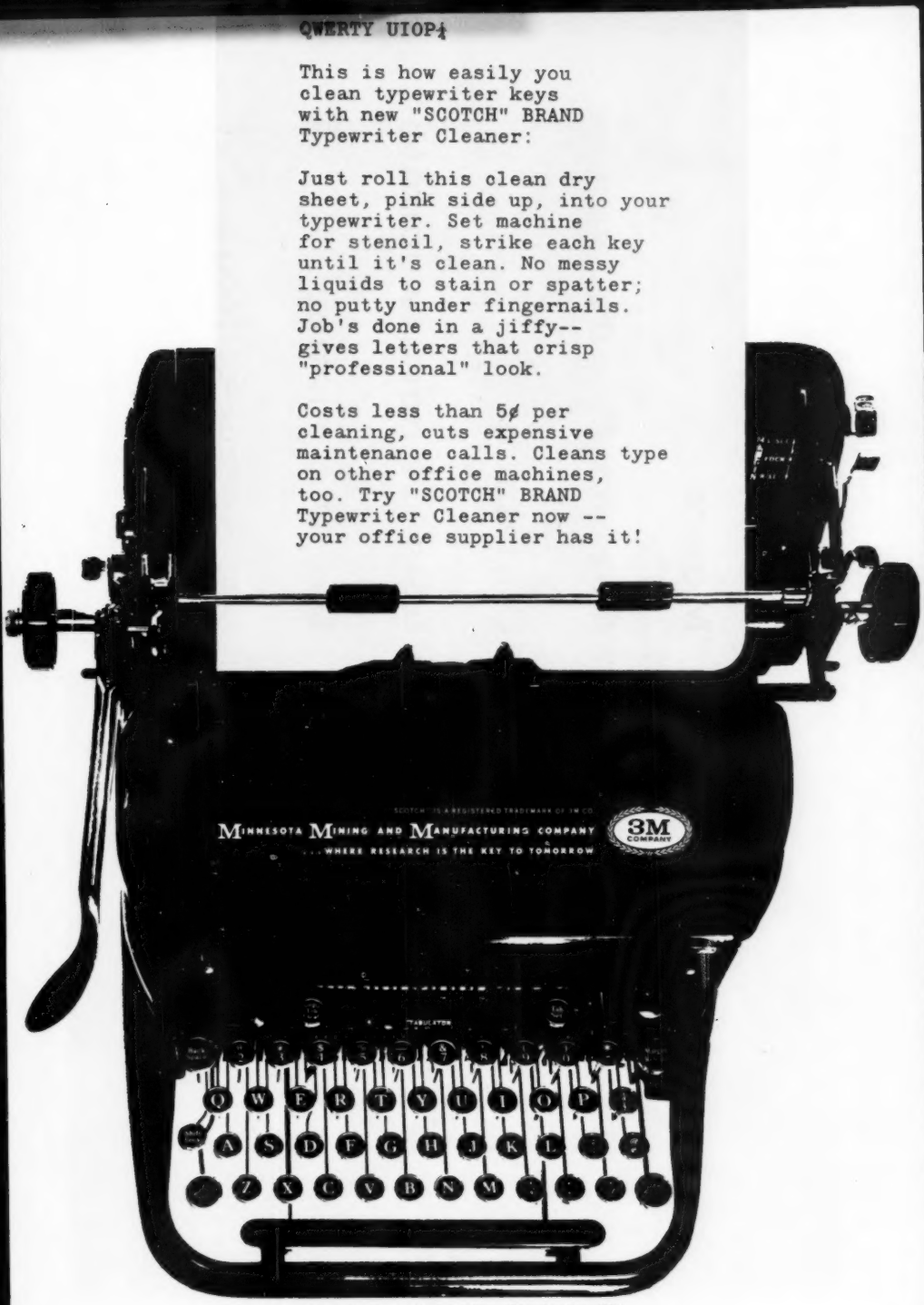
A SIGNATURE VERIFICATION device that scrambles a signature by photo-optic means has been introduced by LeFebure Corp., Cedar Rapids, Iowa, a wholly owned subsidiary of Craig Systems, Inc. Kenneth Watts, LeFebure's president, reports that the Autho-Visor is applicable in practically all situations where speedy signature verification is essential.

The Autho-Visor was primarily designed for bank operations. Two banks —the Howard Savings Institution, Newark, N. J., and Union Dime Savings Bank, New York—recently placed orders for this equipment. Installations will be completed this year, and Autho-Visors, in these instances, will be used in conjunction with electronic computers. However, the LeFebure system can be applied to any type operation.

As used in savings bank operations, the equipment provides for the encoding of the customer's signature into his passbook so that it is invisible and incapable of being deciphered by the naked eye. The signature can be decoded and read, however, by placing the passbook in a reader located at the teller stations in the bank. The teller then compares the protected signature with the one appearing on the withdrawal slip.

In addition to protecting against forgery, the Autho-Visor saves time at the teller window as it is no longer necessary to refer to or maintain signature files. Furthermore, a customer can transact business at any of the bank's branches and at any teller window rather than at just those windows with his alphabetical designation.

Numerous other applications for this process are apparent. Signatures can be encoded into identification cards for use in connection with national security or identification of check cashers, such as at supermarkets. Inquiries have been received from retail store, gasoline and



For More Information Circle No. 334

For your company...big company efficiency and control

Leonard A. Holmes, Secretary-Treasurer, Century Boat Company.

"Moore

Carbon Ready

Statements

help us post accounts

10 days sooner

...speed our collections"

The Century Boat Company, Manistee, Mich., designer and builder of distinctive inboard runabouts and pleasure craft, mails out over 300 monthly statements to dealers all over the country. In the past, these statements were prepared by hand from ledger books once a month. This involved going back over the whole month's records: a time-consuming operation, with the ever-present risk of copying errors. Billing was slow, and collections were held up.

Now, by using a simple, well-designed form, Century keeps each statement up-to-date, with all changes and credits listed as they are posted to the permanent accounts receivable ledger card. All records are an automatic by-product of posting, and there is no need to prove ledger and statement. A single writing on a regular bookkeeping machine does the trick. Errors in copying are eliminated. Preparation time has been cut by 16 hours each month. The form is a Moore 2-part Carbon Ready Statement with Ledger Card. As Mr. Leonard Holmes, Secretary-Treasurer of the company, says, "There's no lag in our billing now. These Moore forms help us get our statements in the mail 10 days earlier. They're more accurate, too, and easier to make up. The forms have given us real control of our accounts receivable."

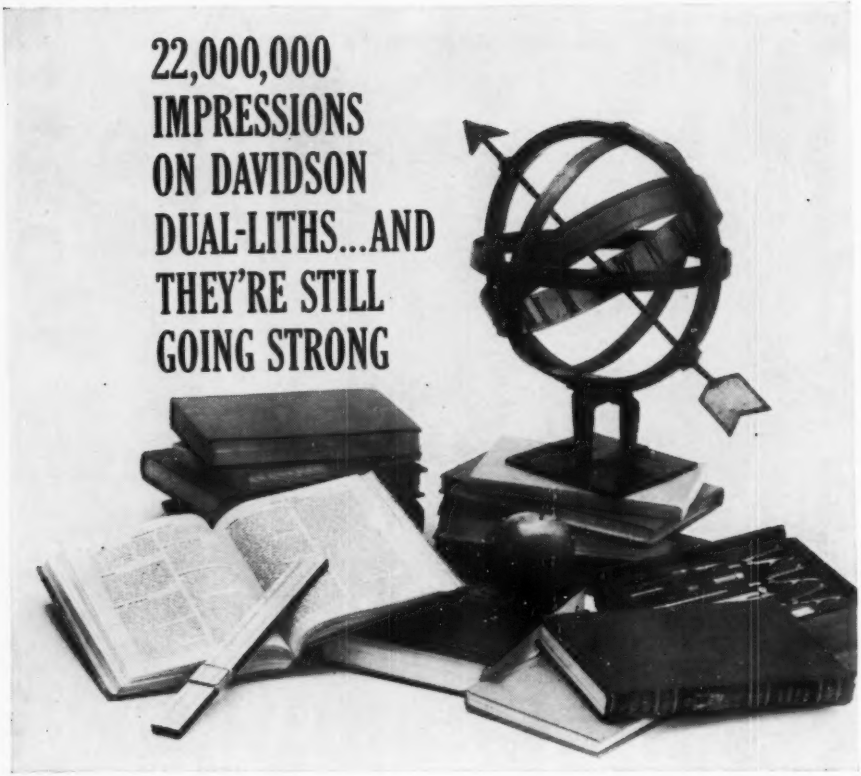
There are Moore forms of all kinds, system-designed by the Moore man for every application in every kind of business. Whatever the size or nature of *your* business, the Moore man can help you get better control through controlled paperwork. Look him up in the Yellow Pages of your telephone book, or write the nearest Moore office.

MOORE BUSINESS FORMS, INC., Niagara Falls, N. Y.; Denton, Texas; Emeryville, Calif. *Over 300 offices and factories throughout the U. S., Canada, Mexico, Cuba, Caribbean and Central America.*

Build control with

MOORE BUSINESS FORMS

For More Information Circle No. 285



As educational publishers, SCOTT, FORESMAN & COMPANY, of Chicago, creates and distributes about twenty different titles each year which range from kindergarten readers to college textbooks.

To supply high quality support literature and to help out with routine printing, SCOTT, FORESMAN operates an internal duplicating department equipped with Davidson Dual-Liths Model 241 and Model 233. The company has found the Dual-Liths not only insure superlative printing quality and versatility, but often halve the job time compared with the other machines considered. The Dual-Lith 241 can handle up to 6,000 sheets an hour and the Dual-Lith 233 up to 5,400 an hour. If required, jobs can often be run 2-up with *both sides printed simultaneously,* with enormous savings in job time and costs. Set-up time is short, the 241 taking only 4 to 5 minutes from finished plate to production run. The 233 takes slightly longer.

Since SCOTT, FORESMAN installed the Dual-Liths in 1946, it has produced over *22,000,000 impressions* with only a few minor stoppages...a remarkable record.

Outstanding dependability is only one feature of Davidson Dual-Liths. They can substantially reduce *your* printing costs *and* provide superb "professional-quality" work. For the complete story on how Dual-Liths help SCOTT, FORESMAN, call your Davidson Distributor (he's listed in the Yellow Pages)—or write to Davidson Corporation, 29 Ryerson Street, Brooklyn 5, New York.

FREE! *These booklets show you how to take the work out of paperwork!*

DAVIDSON CORPORATION

Subsidiary of Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn 5, New York.

For More Information Circle No. 303

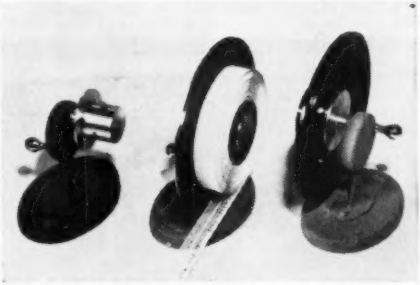
Scrambling and decoding equipment is used in the Autho-Visor system for verification of signatures or other confidential information and identification purposes.

other charge account plans interested in establishing positive identification at point of purchase. In national credit card plans, credit sales may be made at any one of thousands of business establishments by people who are complete strangers to the establishment. In addition to signature verification, this system also can be used for general transmission of mass confidential data.

The original concept for this process was conceived by Teleregister Corp. It was then developed, tested and transformed into workable equipment through the combined engineering and operational talents of Craig and LeFebure. LeFebure has exclusive worldwide license for manufacture and sale of the equipment.

Basically, the system consists of scrambling signature or message by photo-optic means. The coded information can be unscrambled and read with a decoding screen in the reader. In bank operations, each bank will have its own registered coding pattern, and no bank will be able to read another bank's intelligence. **For More Information Circle No. 103.**

Paper Tape Winders



Paper tape winders and re-winders are now available with adapters for computer in-put and output reels. Shown above is Adapter No. 8060 for RCA 501 and Burroughs 220 computers. Adapter No. 8057 is also available for Burroughs 205. Adapters are made by Dresser Products, Inc., Box 2035, Providence 5, R. I. For More Information Circle No. 106.

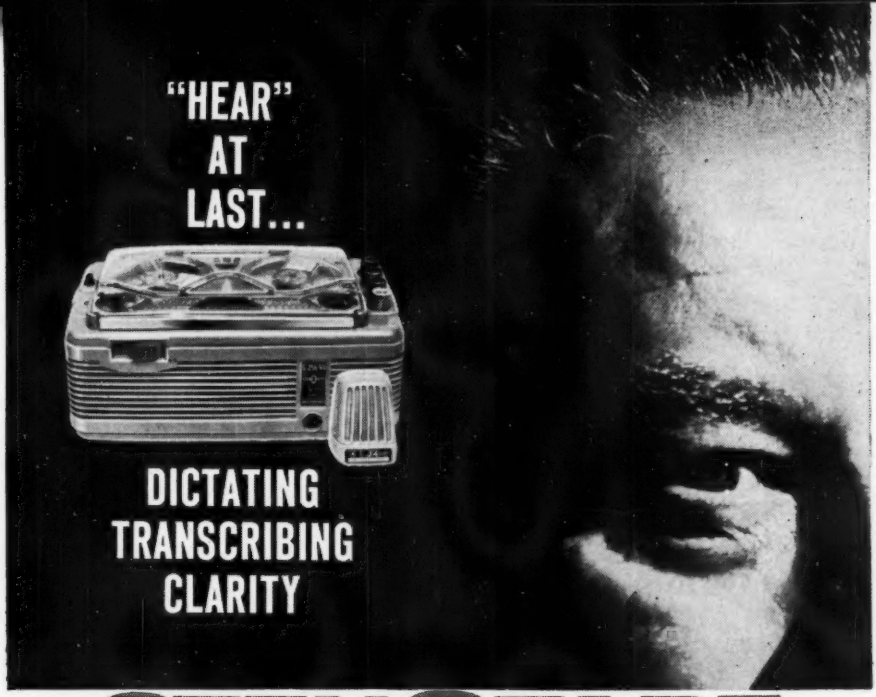
The Univac III Data System

THE UNIVAC III computer system, latest addition to their line of large-scale electronic computers, was announced last month by the Remington Rand Div. of Sperry Rand Corp. This solid state computer has a processing speed nine times faster than Univac II, with a 25% gain in operating efficiency. Univac III will rent for $15,000 to $30,000 a month, depending on the special requirements of the user. Its special program interrupt feature automatically tells the computer when its peripheral equipment has completed a job so it can instantly be put to work again. Thus, the computer can keep all its associated equipment operating at all times. It was explained that this was made possible by using a printed circuit similar to the Larc's.

The entire contents of a letter-size file drawer can be stored on a single reel of tape and read by Univac III in 4.8 minutes. Reading, writing and computing can be carried on simultaneously, with a reading and writing rate of 200,000 digits per second. Input/output of data is five times faster than Univac II. Typewriter communication in English can be maintained between Univac III's operator and the computer itself without complex mathematic symbology required. Enhanced memory storage is available, and the unit's magnetic core memories can hold to 16,384 words, expandable to over 30,000 words.

The system consists basically of a card reader, printer, card punch, computer and tape units. Processor and

The Univac III is a solid-state, medium-cost electronic data processing system of modular design.



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offers true "professional" dictating transcribing sound and efficiency

Listen to this performance... here is the soundest practice you can establish to end paper-work problems. LISTEN: StenOtape gives you the greatest clarity of sound in the dictating field today. This 6½ lb. compact unit, with its extremely sensitive microphone records every word perfectly within a 30 foot radius. You can actually dictate comfortably from any point in the room. Seated and relaxed, you can tape interviews, conferences, comfortably; and because of StenOtape's unique sound-fidelity, your secretary will hear and enjoy every word of your error-free dictation. Doctors and Dentists can play their post graduate educational tapes on StenOtape and enjoy superb playback quality. At the office, home or away, StenOtape records everything up to 2 hours on one tape... phone calls, conferences, dictation, *even music!* Hear the StenOtape difference now... it's an exceptional value!

only $179.95

FULL YEAR GUARANTEE Federal Tax Included

Check These Other Major StenOtape Features:

● Accurate word-counter. ● Built-in Speaker. ● 4" high, weighs only 6½ lbs. ● Travels in handsome attache case. ● Low-cost accessories available to cover every dictating-transcribing-recording situation. ● Precision designed by Geloso, Europe's largest integrated electronics manufacturer of communication equipment. ● Sales and Service Coast to Coast.

FREE! LIFETIME SUPPLY OF MAGNETIC TAPE MAIL THIS COUPON NOW!

AMERICAN GELOSO ELECTRONICS, INC.
251 Park Ave. So., Dept 106. New York 10, N. Y.

Gentlemen: Please rush, without obligation, illustrated booklet "The Facts About Dictating Machines." I understand that should I decide to purchase a StenOtape this coupon entitles me to a lifetime supply (6 rolls) of reusable Magnetic Tape worth $15.00.* **Offer expires July 31, 1960*

Name_____

Address_____

City_____ Zone___ State_____

For More Information Circle No. 241

Officials of the Remington Rand Div. of Sperry Rand Corp. examine a printed circuit component of the Univac III. L. to r.: Jay W. Schnackel, vice president and general manager, Univac Div.; Kenneth R. Herman, Remington Rand president; Dause L. Bibby, executive vice president; Gordon Smith, Univac director of marketing.

control console contain magnetic core memory for from 8,192 to 16,384 words with access time of 4.5 microseconds and add time of 9 microseconds. Words can be pure binary, binary coded decimal, Univac XS-3 or any other form. Reader operates at 700 cards per minute; printer at 700 lines per minute; punch at 300 cards per minute. Servos—up to 16 tape units—permit reading, writing and computing simultaneously. This new system is completely compatible with other Univac tape units and those of other manufacturers.

Modular design allows the capacity to be expanded smoothly and efficiently by addition of compatible components. This enables the user to select a system that satisfies his current needs at the lowest cost, with assurance that the system can grow with his needs. **For More Information Circle No. 196.**

Card Punching Printer

PUNCHED CARDS can now be computed, edited, punched and printed on both sides in a single operation, according to the Remington Rand Univac Div. of Sperry Rand Corp., New York. The system is based on the Univac On-Line Card-Punching printer, which prints a total of 1820 characters of information on one punched card at speeds up to 1560 lines a minute, permitting users of the Univac Solid-State 80 computer to reduce the size of their files and speed up search time.

The speed and economy inherent in the solid-state computer system can be applied to the preparation of payroll checks, premium notices, dividend checks, subscription notices and inventory records. The on-line principle permits data to be fed directly at high speed from the central computer to the

(Continued on page 144)

The Univac On-Line Card-Punching printer allows punched cards to be computed, edited, punched and printed on both sides in one operation.

For More Information Circle No. 210→

World's Finest Photo-Copiers at World's Lowest Prices

SPEED-O-PRINT

Photo-Copier

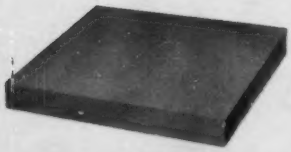
AVAILABLE
JUNE 15th

MODEL 9-A

$99.00

Portable light-weight unit that can be used anywhere. Perfect reproductions of any document of any length and up to 9″ wide. Simple to operate • Nothing to mix • Nothing to spill • Low cost.

Redi-Pak CARTRIDGE



Speed-O-Print's new exclusive method of handling developer fluid. Compact, easy to use container provides complete cleanliness. Nothing to mix — Nothing to spill.

Copies Everything in Sight . . . in Seconds

World's Finest Photo-Copiers at World's Lowest Prices

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Photo-Copier

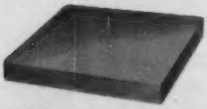
AVAILABLE JULY 25th

A COMPLETE COMPACT

Photo-Copying Department

Includes storage space for reproduction supplies, Collator rack, additional working shelves. Automatic paper ejectors, legal and letter size, built into cabinet for maximum convenience.

Redi-Pak CARTRIDGE



Speed-O-Print's new exclusive method of handling developer fluid. Compact, easy to use container provides complete cleanliness. Nothing to mix—nothing to spill.

MODEL 9-C

$229.00

Complete self-contained model for table or desk-top. Automatic paper ejectors built into base. Light-weight; portable; low cost. Clean to use, simple to operate — nothing to mix, nothing to spill. Capacity up to 9" wide, any length.

AVAILABLE JUNE 15th

MODEL 9-B

$199.00

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SPEED-O-PRINT

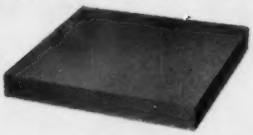
Photo-Copier

A
COMPLETE COMPACT

Photo-Copying Department

Unit copies any document up to 15 inches wide and any length. Legal and letter size paper ejectors conveniently located at top of spacious cabinet which provides storage space for reproduction supplies, collator rack and additional working shelves.

Redi-Pak CARTRIDGE



Speed-O-Print's new, exclusive method of handling developer fluid.

Compact, easy to use container provides complete cleanliness. Nothing to mix—nothing to spill.

MODEL
15-C

$249.00

AVAILABLE
AUGUST 25th

Copies Everything in Sight . . . in Seconds

Franchises

AVAILABLE

to Qualified Applicants

For the new Speed-O-Print Photo-Copier — the complete line of Photo-Copy machines to meet every need of business and industry . . . plus a full line of reproduction supplies for profitable and continuing repeat business. Financial assistance available to applicants qualifying.

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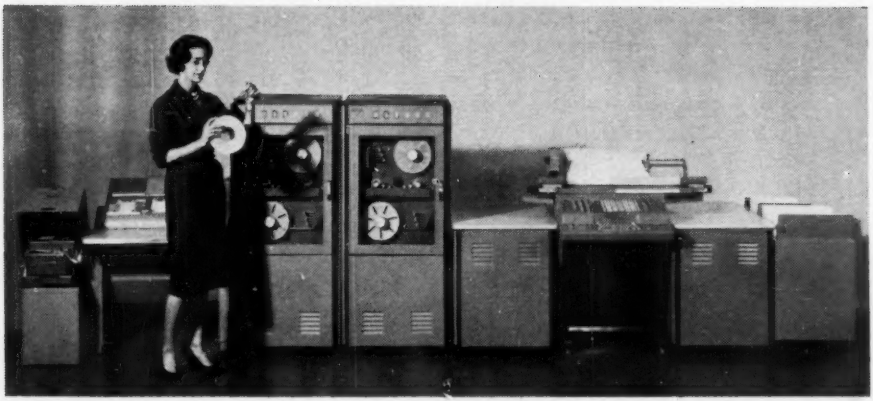
Mr. Burton Tilden, Sales Manager

SPEED-O-PRINT Corporation

1801 WEST LARCHMONT AVE. • CHICAGO 13, ILLINOIS

Phone: GRaceland 7-2000



An NCR 390 data processing system can include a punched tape recorder, 80-column card punch, punched tape readers and the low-cost computer and console.

NCR 390 Computer Reads Forms

A COMPUTER capable of reading an ordinary business form was unveiled last month by National Cash Register Co. of Dayton, Ohio. Called the NCR 390, equipment, which sells for $75,000, is capable of reading a commercial document that also can be understood by people. Stanley C. Allyn, NCR board chairman, termed the development a "major breakthrough in the data processing field." He said the equipment would give thousands of companies greater control over their operations by providing them with faster and more detailed information. The machine also will cut the cost of many paperwork jobs by as much as 50%, he said.

Virtually any form can be read by the data processor by placing a magnetic coating on the back of the record. The coating functions as a miniature electronic memory, which stores the information on the document and activates the machine.

In 12 minutes and at a cost of less than $2, the computer will turn out a detailed report on 10,000 department store sales. In half a day, it can write the paychecks and prepare payroll records for a plant with 1000 employees. The records would show the pay rate of every employee, his tax deductions and many other items.

The NCR data processor will enable a firm to obtain information about its operations at a moment's notice simply by pulling a document out of the file and looking at it. Conventional computers maintain only electronic records. Before the information can be used, the record must be fed into the computer and translated into human language.

The NCR equipment will enable companies with branch offices or divisions to maintain records in every branch and at the same time handle their paperwork electronically, Mr. Allyn said. The system can be rented for $1850 a month. The NCR 390 is a complete

←For More Information Circle No. 210

computer system. It can make decisions, solve mathematical problems, control auxiliary equipment and perform a variety of other tasks. It will enable banks to obtain a detailed analysis of their real estate investments overnight. Retail stores can get a daily breakdown of their sales to guide merchandising programs. The breakdown would show sales in each department, markup on different types of merchandise, gross profit on these items as well as other information. The equipment can be used by industrial firms in scheduling production. In addition to the magnetic ledger cards, the computer can be activated by punched tape, punched cards or through its console keyboard.

Before the NCR 390 was placed on the market, it was field tested by a chain of retail stores and a federal government agency. During the retail test, cash registers were linked with tape recorders which automatically created a punched tape record of the day's transactions. Branch stores mailed the tapes to the home office where they were processed automatically by the computer for management records and reports.

Stanley C. Allyn (left), board chairman of National Cash Register Co., and Robert S. Oelman, president, show the magnetic stripes that allow a form to be read by the NCR 390 data processing system.

In a typical test, the machine classified 1666 sales transactions into 60 different categories and prepared a report on these transactions in three minutes. In the government test, the machine automatically calculated and wrote paychecks for 2500 employees as well as prepared detailed payroll records for each person. The data on the record also was captured on punched tape, which was later fed into a central processing unit. For more information on the NCR 390, **Circle No. 104.**

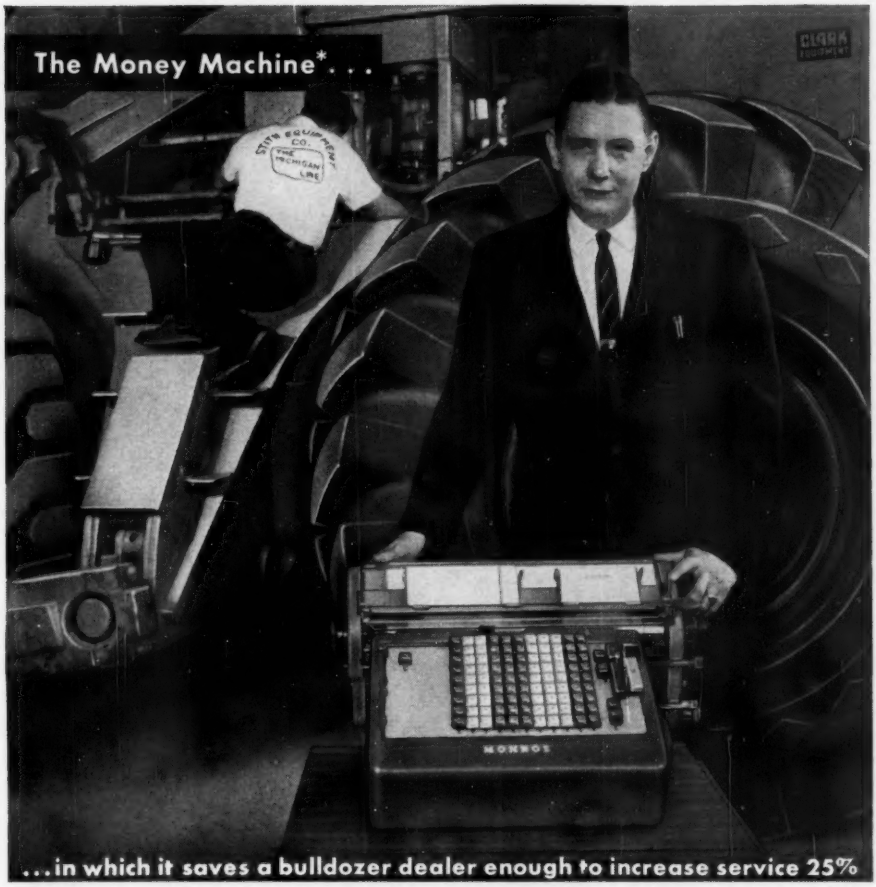
Card Punching Printer

(Continued from page 138)

printing unit and eliminates intermediary steps. This effects greater accuracy and economy of operation.

The Univac On-Line Card-Punching printer will rent for $2700 a month or it may be purchased at $125,000. Orders are being accepted on a 12-month delivery basis. A storage capacity of 50,000 characters of data allows a wide variety of programing, control, editing and arithmetic operations.

The new unit punches alphabetic or numeric data in as many as 80 columns simultaneously at 150 cards a minute, while reading and verifying the accuracy of the information punched. At the same time, it prints up to 13 lines, 70 characters wide, on one or both sides of the cards. Printing is done between rows of punching. This makes it impossible to print over previously punched holes, thus preserving valuable printed data. **For More Information Circle No. 102.**



. . . in which it saves a bulldozer dealer enough to increase service 25%

"We're saving at least $4,000 a year on accounting costs with our $2,145 Monroe Accounting Machine," says James Walraven, Stith Equipment Co., Atlanta. "This extra money reinforces our program of increased customer service, helps pay the salary of an additional serviceman for faster repairs of our customers' heavy equipment." Like Stith, hundreds of businesses are growing bigger with the savings from Monroe Machine Accounting. Join them—as little as $750 buys it.

***That's what you'll call your Monroe Accounting Machine. It *saves money* by lowering costs; *makes money* by freeing capital to grow on.**

FREE CASE HISTORIES

Learn how Monroe Machine Accounting finds more money to grow on for companies like yours.

Write: Accounting Machine, Dept. 15, Monroe Calculating Machine Co., Orange, New Jersey.

See the MAN from MONROE

for CALCULATING ADDING • ACCOUNTING DATA PROCESSING MACHINES

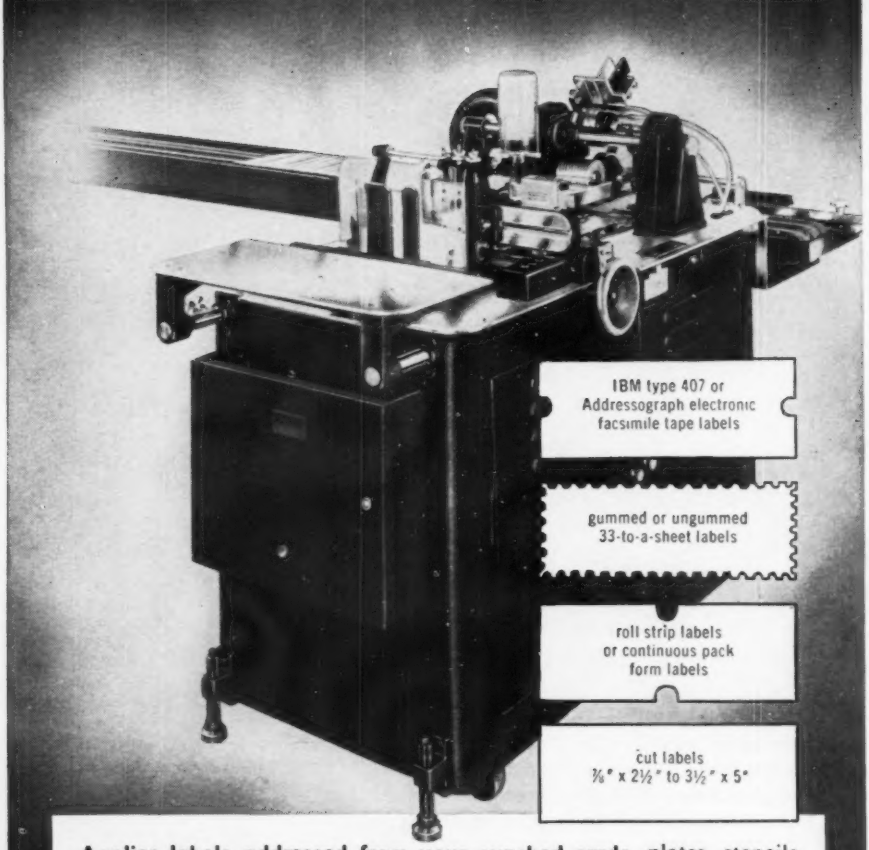
A DIVISION OF LITTON INDUSTRIES

Monroe Calculating Machine Company, Inc., Sales and service in principal cities everywhere. General offices, Orange, N.J.

For More Information Circle No. 289

NOW! PRINTED PIECES

LABELED AUTOMATICALLY



Applies labels addressed from your punched cards, plates, stencils and other addressing systems. *Even applies cut or individual labels!* Trims costs by applying in excess of 14,000 labels per hour. Handles post cards, insertion cards, pamphlets, brochures . . . all sizes of envelopes . . . and lightweight booklets, magazines, catalogs and quarter-fold tabloids. Compact, too! And so simple that it can be operated by your own personnel.

The Cheshire Model E.

Write for descriptive brochure

Dept. O-6

CHESHIRE INCORPORATED

1644 N. Honore St. Chicago 22, Ill.

For More Information Circle No. 242

RIGHT or WRONG in Employee Relations

A ROUND-UP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

Who Gets the Jobs on New Automated Equipment?

What Happened:

When a company installed semi-automated equipment, it was faced with the serious problem of selecting a staff to handle this complex unit. Several employees applied for the job and, when it came to making the final choice, two junior applicants were picked. The men with lesser seniority were given the promotion on the grounds that:

1. Their test scores were much higher than those of the older applicants.

2. A trial period was impractical because the machinery was new and so complicated that it would be taking a gamble to permit unfit workers to try out.

3. The supervisors were in such close contact with their men that their judgment must be relied upon as to who is best qualified for these new jobs.

The older workers protested these standards. They argued:

1. Tests were given too much weight in the final decision.

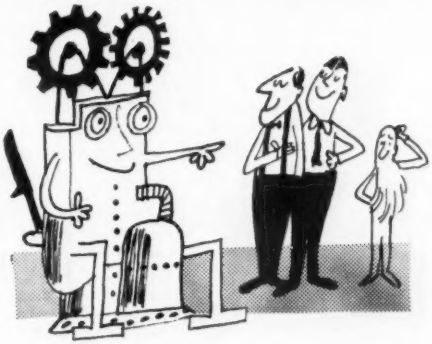
2. Every senior man is entitled to a trial period when he seeks promotion.

3. Supervisory opinion is subjective and cannot be proved.

Were the Seniors:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR PAUL N. LEHOCZKY RULED: If a job required that the employee possess certain aptitudes (patience, self-control, rapid analysis) then it is these that may be tested for. This job obviously is a new type, involving a complex machine and call-



ing for fast decision and an even temperament, besides technical ability. Such attributes must be measured by an aptitude test. Tests leave much to be desired, but they still make prediction of occupational success well above mere chance. The new equipment cannot be compared to the old procedure in terms of characteristics required of the operator. It calls for different personal characteristics. Management's opinion of the workers plus the tests must therefore be given heavy weight. The senior men lack sufficient qualifications to operate the new unit in its present mechanical complexity and condition.

Can an Employee Be Held Responsible For Two Jobs?

What Happened:

Fifteen minutes after he started to work, Jim Thor was asked by his supervisor to take care of another job.

"Which one of these operations am I to do?" he asked.

"Both of them. Others do both," he was told.

"I can't be responsible for both jobs."

"We'll just see about that," the supervisor replied.

About an hour later Thor was called into the personnel office and given his "walking papers."

At arbitration the company claimed that the worker had refused to obey a supervisor and must take the consequences for this insubordination.

But the employee's position was that he hadn't been insubordinate at all. He claimed that the supervisor was unreasonable in that he asked the worker to handle two full-time jobs at the same time. This was just impossible for him. Besides, you don't just fire a man without making some attempt to iron out the problem.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR RALPH ROGER WILLIAMS RULED: "If an employee is assigned a full-time task, and is subsequently ordered to perform a second full-time task in addition to the first; the second assignment is not within 'reasonable limits,' and disciplinary action cannot properly be based on disobeyal of such an order. Also, the evidence is clear that no 'earnest efforts' were made to settle the differences which led up to this discharge.

"Discharge is a stiff penalty: for it to

New Kodak Ektalith Method saves you time, space and equipment costs in office offset duplicating

This compact, table-top installation, teamed with office copy camera and duplicator, lets you make either high-quality *photo offset masters* or *direct paper copies* of the widest variety of documents—*enlarged, reduced*, or *same size*. Only 3 simple steps—expose, process, transfer. In less than 2 minutes' time, you're ready with master or copies! Job's as clean as it is easy, can be handled by anyone in the office with a minimum of training.

Kodak Ektalith Loader-Processor, shown to left, permits entire operation to be carried out in *room light*. Together with companion Kodak Ektalith Copy Unit it costs you only $788.50. Now you can reproduce practically anything printed, typed, written or drawn—quickly, conveniently, and at low cost. You can copy all line work and a variety of halftones—all kinds of pen, pencil, or crayon writing in almost any color. Solid images are reproduced next to fine detail without mottling. Masters require little or no clean-up time, are easily corrected.

For free booklet phone local Kodak Ektalith dealer, or write Eastman Kodak Company, Graphic Reproduction Division, Rochester 4, N. Y.

Price is list and subject to change without notice.

KODAK **Ektalith** METHOD ... *puts you ahead in offset*

Kodak TRADE MARK

For More Information Circle No. 271

be properly based on an employee's refusal to obey an order, several factors must be present:

1. The order must be reasonable and proper.

2. The order must be directly given to the employee and understood by him.

3. The employee must knowingly, and without cause, disobey the order.

4. The punishment must fit the offense for which it is imposed.

"The employee was discharged without just cause and is to be reinstated with full rights and back pay."

Can You Prevent a Worker From Demoting Himself?

What Happened:

The company had a system of announcing vacant jobs, and employees who felt that they could fill these jobs could make a bid for them. When a vacancy occurred in a certain job, the notices went up. Management discovered that among the applicants was a Mr. Manning.

"Are you serious, Manning?" the personnel man asked. "You're getting more pay now, and you have a higher-rated job than the one you're asking for."

"I sure am serious," answered Manning. "You see, I don't like my present work. I want a chance to learn a new job. This lower one is right in line with what I want. I'll advance real quick and in no time at all I'll be making more than I am now. So, when do I start work?"

"I'm sorry, Manning, but you are ineligible for this job. We announce vacancies so that people can be promoted—not demoted."

Manning took his case to arbitration on the grounds that a senior man has a right to move *down as well as up* when there is an opening.

Management maintained that promotion could only mean *up*.

Was Management:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR ARTHUR STARK RULED: "Current usage would favor the interpretation of the company. We promote a person by elevating him or advancing him to a higher position. It means moving from a lower-paid job to a higher-paid job. A reduction in grade cannot be considered as a 'promotion.' Therefore, Manning has no claim to this job."

Opens zip-quick!

New Springhill® Bond, like all International Paper business papers, comes to you in a handy junior carton with pull-tape opener.

New Springhill Bond is ream-wrapped and packaged 8½"x11" and 8½"x14" in a junior carton that opens zip-quick. Most International Paper printing papers will soon be available in handy, pull-tape junior cartons. They are ideal for small offset duplicating presses.

These papers look and feel like premium-grade papers, yet are priced for *volume* work. They handle well on the press, give excellent printing results, ream after ream.

Ask your paper merchant to show you samples of International Paper's complete line of business and printing papers.

BUSINESS PAPERS • Springhill Bond • Springhill Duplicator • Springhill Mimeograph.

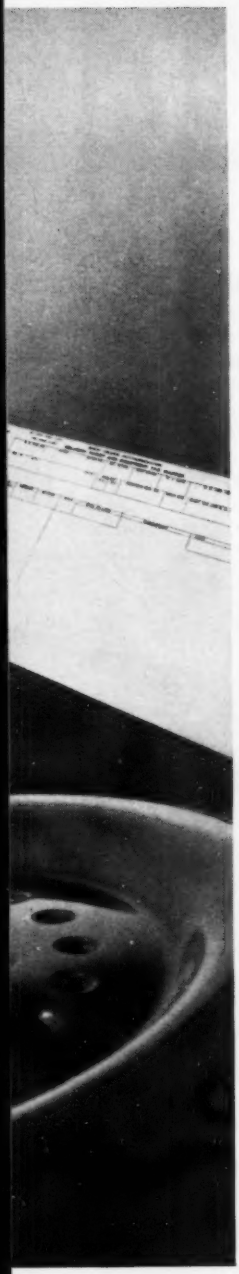
PRINTING PAPERS • Springhill Offset • Ticonderoga Offset* • Ticonderoga Text* • International Ti-Opake.*

**Will soon be available in handy pull-tape junior carton.*

INTERNATIONAL PAPER

FINE PAPER DIVISION • NEW YORK 17, N. Y.

For More Information Circle No. 221



Answering the call for quick copies

One minute at an automatic printer . . . seconds at an A. B. Dick Azograph® duplicator. Just that fast, Western Electric Company's Massachusetts plant produces all shop order paperwork for making the complex carrier systems used in central telephone offices.

Although this astonishingly intricate equipment involves many components produced at far-flung departments, Western Electric's one-writing shop order system requires just 15 copies to guide production, accounting and shipping. The patented A. B. Dick Azograph duplicating process was chosen to assure complete cleanliness, even when duplicating masters are passed from one department to another—and corrected or modified.

Azograph, spirit, photocopy, offset, mimeograph—A. B. Dick equipment answers *every* call for more efficient production of copy communications. Mail the coupon for more information or see your local distributor of A. B. Dick products—listed under "Duplicating Machines" in the yellow pages.

A·B·DICK®
DUPLICATING PRODUCTS

A. B. DICK COMPANY
5700 W. Touhy Ave., Dept. O-60, Chicago 48, Ill.

Please furnish full facts and flow chart on the use of A. B. Dick products in the following systems:

☐ Order-Invoice ☐ Purchase Order-Receiving
☐ Production Order

*Name*_____
*Title*_____
*Firm*_____
*Address*_____
*City*_____ *Zone*____ *State*_____

For More Information Circle No. 222

New Products

DICTATING MACHINE

Voicewriter Div., McGraw-Edison Co., West Orange, N. J., announces the Envoy, budget-priced tape dictating and transcribing machine which features a built-in indexing system that makes word and phrase finding easy for dictator and transcriber. Controls are few and simple, with talk-listen functions controlled at the microphone. Equipped with a 90-minute tape, the Envoy has controls for fast forward and fast back. It weighs less than 9 lbs. and can be adjusted to meet special

requirements through special accessories—a desk mike for loudspeaker playback; an inverter for powering the recorder from a car's cigarette lighter; a telephone recorder for capturing both sides of a phone conversation. Machine uses lightweight spools that are easy to carry and economical to mail. The Envoy retails for $219.60 plus tax. **For More Information Circle No. 115.**

AUTOMATIC TYPEWRITER

Royal McBee Corp., Westchester Ave., Port Chester, N. Y., introduces a single system automatic typewriter that can increase secretarial output from 20 letters a day to 20 letters an hour, and cut office letterwriting costs by as much as 85%.

The company says the Royaltyper offers unequalled simplicity in that the master tape can be prepared on the machine by any qualified typist simply by typing a visual copy of the material to be reproduced. The tape is then immediately ready to be fed into the same machine which automatically types copy at 135 words a minute. The machine eliminates a separate punch for automatic typewriters, and uses an efficient narrow tape only 3½" wide of heavy paper, specially designed for ease of handling and rapid and simple insertion into the equipment. The paper tape can be cut to any length, and there is no minimum and virtually no maximum

limitation to its capacity. The tape can be filed easily and is durable enough for use thousands of times. It is offered as a spool-type tape, or in a more flexible flat pack form. Paragraph selection for personalizing letters and for introducing variable information is accomplished on the Royaltyper through use of the flat pack file tape. This permits unlimited selection of paragraphs. Two models will be available. The File-Tape Royaltyper consists of a file tape reader, an integral punch and a Royal electric typewriter. This machine utilizes principles of data processing equipment and offers unlimited selection of variable material. The Spool-Tape Royaltyper consists of a spool tape reader, integral punch and a Royal electric typewriter. This model possesses all the compact single system advantages of the slightly more expensive File-Tape model, except for the ability to utilize the file tape itself. Complete units will sell for from $1425 to $1990, and can be leased. **For More Information Circle No. 155.**

PHOTOCOPIER

Speed-O-Print Corp., 1801 W. Larchmont Ave., Chicago 13, Ill., announces the Model 9-A photocopier, a portable lightweight unit that can be used anywhere. It produces excellent reproductions of any document of any length and up to 9″ wide. Easy to operate, the 9-A has nothing to mix or spill. It uses Speed-O-Print's Redi-Pak cartridge, a completely clean method of handling developer fluid. Price of the 9A is $99. **For More Information Circle No. 159.**

MICROFILMER

Recordak Corp., 415 Madison Ave., New York 17, N. Y., introduces a versatile and automatic microfilmer, the Recordak Reliant 500 which will record on microfilm up to 500 checks or 185 letters a minute. It retains many of the features of previous models including Kodamatic Indexing to facilitate rapid retrieval of data; high speed feeder and document counter. Most outstanding feature is the removable and interchangeable film unit by which reduction ratios can be varied in seconds. This allows different departments within an organization to use a single microfilmer, yet retain their record continuity. Additional film units will be sold as accessories. Three reduction ratios will be available: 40:1, 32:1, 24:1. Completely redesigned, the Reliant 500 is only about half the usual height, and its two-tone green color matches the decor of any office. Other technical changes improve operation and increase operator efficiency. **For More Information Circle No. 148.**

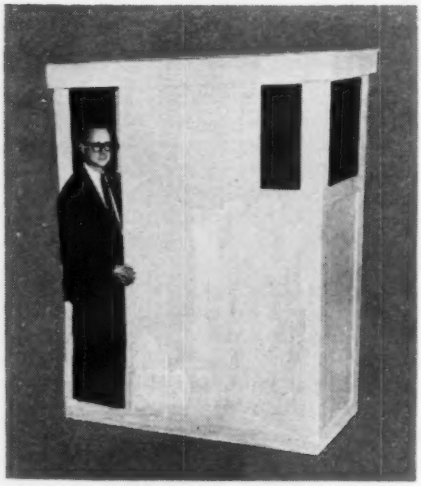
MICR CHECKS

Wilson Jones Co., 209 S. Jefferson St., Chicago 6, Ill., has redesigned its Grayline Snap-A-Way carbon interleaved checks for magnetic ink coding. The main change in

design involves leaving space for a 5/8" clear band along the bottom of the check where magnetic characters can be imprinted by banks. Then machines can sort checks automatically at high speeds by rading the magnetic ink electronically. The American Bankers Assn. recommended the uniform specifications on check design which have been adopted. Some checks now in use carry a signature line as close as 1/4" or less from the bottom of the check, which does not allow enough space for magnetic printing. Gray line checks are available in quantities as small as 250. They may be crash imprinted to a customers' specifications and serially numbered, with the firm's name, bank and advertising logo or trademark. The copies, used for reconcilement and check register purposes, contain punched holes for filing in permanent binders. **For More Information Circle No. 142.**

PORTABLE DARKROOM

Photorapid Corp., 142 Oregon St., El Segundo, Calif., introduces the Magi-Lab collapsible darkroom designed as an acces-



sory for the Magi-Plate Speed Camera. Unit also can be used in an office for all platework. The Magi-Lab is 3 x 5 ft., 7 ft. high. It can be put up or taken down in five minutes. It requires no electrical connections, since room light shining through the red windows provides darkroom lighting. Anyone can see in and out at all times, including when work is underway. A sliding door provides access, and interior is equipped with shelves for accessories. Prime purpose of the unit is to enable simpler handling of plates made by Photorapid's precision Magi-Plate Speed Camera, designed for the firm's Camera-Speed Magi-Plate. The Camera, with quality, speed and economy, goes from paste-up to aluminum offset Magi-Plate in less than 60 seconds and at a complete cost of only 59c. The versatile, horizontal camera can do many jobs and copies anything the eye can see. It shoots size to size, reduces or enlarges halftones, solid images and colors, and makes optical flash copies, transparent positives and reproduces the smallest details. **For More Information Circle No. 123.**

OPAQUE PAPER

Eastern Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Me., announces availability of an unusually brilliant fluorescent white in Atlantic Opaque paper, providing an effective contrast for advertising and sales promotion printing.

Black-and-white or color illustrations are said to gain more lifelike realism and extra beauty, type to be sharper and more readable. In addition to the brilliant white, Atlantic Opaque has been given added strength qualities for neater folding and creasing, for better handling properties and longer life. For sample book and 4-color demonstration folder. **Circle No. 143.**

TYPEWRITER

Remington Rand Div., Sperry Rand Corp., 315 Park Ave. South, New York 10, N. Y., unveils a Remington Standard Typewriter with styling scientifically designed to appeal to the eye and hand of the operator. In addition to the change in overall appearance, the machine offers an improved responsive touch which makes it easier and smoother to operate.

Designed to complement any office decorating scheme, it is available in a wider variety of pastel colors. Special colors can be provided at additional cost. Newly designed margin stops allow typist to slide both left- and right-hand margin indicators into the desired positions at the same time without moving the carriage. Fold-A-Matic construction permits a rapid breakdown of the machine for cleaning and maintenance. An erasing table behind the platen, extending the length of the writing line, gives a firm horizontal surface on which to make erasures. With the large, downswept carriage return bar, operator's hand travels only 3″ from home keys to return carriage. Platen knobs are enlarged for easier paper handling. Tab bar is longer for swifter, more accurate tabulation work, especially when typing from the numerical keys. Jammed keys can be cleared by a touch of machine's key release. Transparent card holders give maximum visibility even with 3″ x 5″ cards. Holders have a control that enables typist to adjust for thickness of manifold packs to avoiding wrinkling carbon paper. A device in the card holders permits ruling with pen, pencil or stylus without removing paper or manifold pack from machine. Removable top plate snaps easily off and on for complete hand freedom in changing ribbons, cleaning type and converting interchangeable type symbols. Positioning scale makes exact centering of typed material a visual rather than mathematical procedure. More than 100 type styles are available. **For More Information Circle No. 145.**

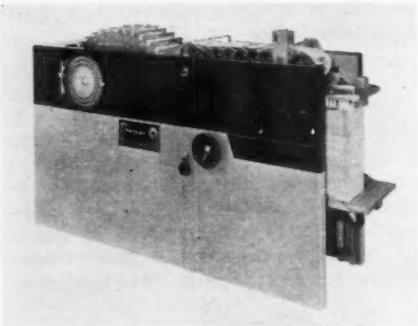
PAPER DRILLS

Challenge Machinery Co., Grand Haven, Mich., offers low-cost power-operated drilling machines, suited to handling round hole drilling and cornering requirements of offices and duplicating departments. These units, priced at almost half the cost of previous power paper drilling machines, feature easy toe-tip op-

erated control. Simply touching the control pedal causes the drill to come down hydraulically. They will drill the standard three holes in a full ream of stock in less than 15 seconds, providing a time-saving and trouble-free answer to loose leaf binding, hole drilling requirements. For information about the Challenge JH and CH Paper Drilling Machines. **Circle No. 202.**

COLLATOR

Thomas Collator Industries, Inc., 100 Church St., New York 7, N. Y., offers several innovations to improve the appearance and operation of their fully-automatic, 50-station Rotomatic collator. Controls are repositioned for easier operation, and smoother paperflow is assured by simplified guides that receive sheets earlier in



the collating cycle. Design has been modernized and color has been changed to reflect the latest trend to harmonies of gray. The Rotomatic collator has a push-button programer that allows different collating jobs to be run at the same time; a miss and double detector that automatically points out the source of error; and an accessory stitcher that automatically staples each collated set. Machine collates, counts and staggers from 14,000 to 25,000 sheets per hour. **For More Information Circle No. 150.**

VERTICAL CAMERA

M. P. Goodkin Co., 112 Arlington St., Newark 2, N. J., introduces a vertical-type office camera, the Goodkin Vertical 18″ TransferMate for Gevacopy, Ektalith and other matrix-transfer processes. It serves equally well in production of regular line and halftone negatives inside a darkroom or in normal office light. The 14″ x 18″ focus plate area accepts Gevacopy rapid negatives, Ektalith transfer paper and regular litho film to 12″ x 18″ or 14″ x 17″. Original copy, to 18″ x 24″, can be reduced to ½ size without distortion, and enlarged 2x. Accessory lenses extend this range. A portion of camera's top surface and a recessed shelf hold both the Ektalith loader-processor unit and copy unit, making one unit of camera, loader-processor and copier. Directly beneath is a film and chemical storage cabinet. Access to cabinet and copyboard is provided through doors that roll into camera body, eliminating need for door brackets that could cast shadows on copyboard. Gimbel-type swivel-base lamp sockets allow camera's four 300-watt reflector flood lamps to be rotated 360° and set further back from copyboard. This enhances benefits of Goodkin "balanced" lighting which travels with copyboard giving even illumination throughout the entire range of enlargements and reductions. Copyboard cover glass is hinged to permit photographing bulky material such as books and objects. Mat is lined one side,

black on white, for proper positioning of copy for regular offset work. Other side is lined, yellow on white, to position copy for Ektalith and Gevacopy. Lines are in ½″ increments; camera's stay-flat glass and Gevacopy contact paper holder are ruled same way. Ektalith transfer paperholder also has position guide lines engraved on holder's focus glass to indicate how far to shift holder for required reduction and registration. The 10-amp. current passes through a 30-amp. relay built into camera's automatic reset timer. This prevents overloading switch or timer. With copyboard access door closed, pilot-light indicates when lamps are on. Lamp

heat is fan-forced through two sets of louvres out back of camera. Accessories include prismatic head, xerographic head and Gevacopy vacuum back for darkroom installation. Finished in golden-brown hammermark with anodized aluminum trim and finger-grip polished aluminum hand wheels, the TransferMate's cold-rolled steel frame is butt-welded for extreme rigidity. Priced at $1497, slightly higher Denver and west. **For More Information Circle No. 114.**

CUT-TO-SIZE PAPERS

Mead Papers, Inc., 118 West 1st St., Dayton 2, Ohio, announces their complete line of Ready-Cut papers, each of which is a standard grade from the regular line of Mead fine printing papers. Included are eight different grades of business papers, 12 grades of coated and uncoated book papers, covers, indexes and bristols to round out the available basic selection.

Ready-Cut offers a wide array of papers for creative and imaginative printing. Any grade and weight of Mead paper is available in Ready-Cut standard sizes: 8½″ x 11″, 8½″ x 13″, 8½″ x 14″, 9″ x 12″, 10″ x 14″ and 11″ x 17″. All papers are packaged in the same moistureproof ream wrap developed by Mead. Grades are easily identified with an overall print design. Reams are sparkling white printed with a green pattern. The carton carries the same pattern printed in a matching pattern and color. Reams and cartons are identified by Mead's color coded labels which have been standardized to provide ready identification of paper grades for easier storage. Ready-Cut Paper Selector

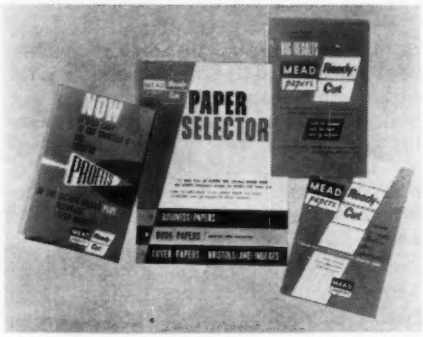


Chart provides an easy-to-use method for ordering exactly the right grade and right size paper. **For More Information Circle No. 144.**

FILM DRAFTING PENCIL

Joseph Dixon Crucible Co., 167 Wayne St., Jersey City 3, N. J., has developed a pencil specifically for making tracings on polyester-based film. Called the FTR

(film tracing reproduction), the lead is compounded of new resins, super-fine graphites and plasticizers which block out light to leave drawings of black ink clarity on copy prints. The Dixon laboratory experimented with lead mixtures for

11 months before arriving at the FTR formula, and designed the pencil to look like a precision instrument. It has a dark gray metallic finish of silver foil, and is produced in six degrees of lead hardness, coded from FTR 11 to 66. It is silver capped at one end. The pencils are sold a dozen to a box, as usual, but the box itself is a desk tray of transparent acetate that contains a plastic plate which, taped to a desk, anchors the pencils in position to keep them from rolling. **For More Information Circle No. 129.**

POCKET RADIO INTERCOM

Communication Products Dept., General Electric Co., Lynchburg, Va., introduces an all-transistorized shirt-pocket message radio for use by management personnel.

Called the Voice Director, it has miniaturized circuitry that boosts audio efficiency and requires 35% less battery power. It weighs only 12 ozs. with battery. This unit enables secretaries to reach key personnel at all times for important decisions. When on standby it uses only 32.5 milliwatts. While a message is being received, power drain is 58.5 milliwatts. Designed for indoor and outdoor voice-paging, unit is engineered so user may be contacted instantly by a base station transmitter, a two-way radio in a car, or a portable unit operating on the same frequency. Initially, frequencies in the 150-174 mc. range will be used. The receiver uses a small 6½ volt, single mercury battery. Unit has a ferrite loop-stick for an antenna, built in the receiver's case to eliminate need for an externally-mounted antenna. A convenient directive horn, tiny and easy to clip to wearer's lapel, is used when privacy is not required. When the wearer desires privacy to complete exclusion of others, earpiece may be used. Adjustable volume and squelch controls are flush-mounted at the top of the unit. **For More Information Circle No. 199.**

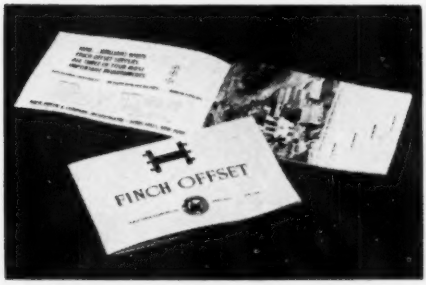
DICTATION BELT

Stenocord of America, Inc., 29 Broadway, New York 6, N. Y., announces a perfected Stenocord magnetic belt for dictating ease and trouble-free operation. The Stenocord belt has all the advantages of belts and tapes. It may be folded, creased, filed, mailed and still used hundreds of times without loss of fidelity and operating performance. Under ideal lab-

oratory conditions, a Stenocord magnetic belt is said to have been used over 40,000 times with no change in clarity of transcription. Although the belt is easily erased when desired, accidental erasure is almost impossible on the Stenocord machine. Savings in belt replacement costs are said by the company to more than pay for the cost of the complete dictating unit. Each Stenocord belt is numbered for easy filing. **For More Information Circle No. 158.**

OFFSET PAPERS

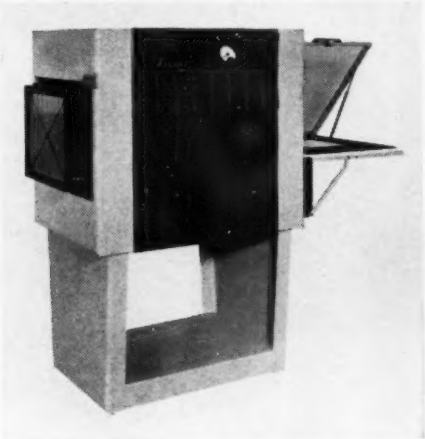
Finch, Pruyn & Co., Glens Falls, N. Y., is distributing a new swatch book of Finch Offset papers. With swatches of 50, 60, 70 and 80 lb. weights in white, smooth finish, the booklet points out that Finch Offset is an economical paper of superb texture, brilliance and printability. Com-



plete commercial press evaluation shows that the paper gives crisp reproduction of solids and halftones and a bright background for color. Excellent press performance at peak speeds on all types of offset equipment is claimed. Finch Offset is stocked in six sizes in 50, 60 and 70 lb. weights. Making orders in 45 and 80 lb. weights are available. For the swatch book, **Circle No. 181.**

CAMERA FOR OFFSET

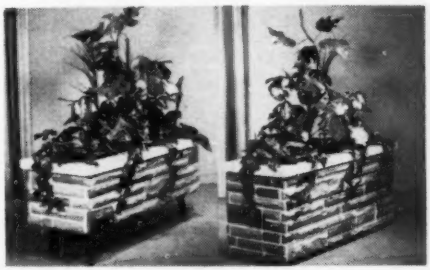
W. A. Brown Mfg. Co., 608 S. Dearborn St., Chicago 5, Ill., announces the Escort 11 x 14", low cost, horizontal camera for users of small offset plates. Designed for practical mechanical operation with convenient waist-level copyboard, its simple controls are all at eye level. Completely automatic diaphragm control eliminates errors and assures proper aperture opening for exposure through entire camera range. The Escort is easy to use with reproduction methods such as Kodak Ektalith, Gevacopy, xerography, etc. Its efficiency and versatility for quality linework, solids and halftones should prove profitable for offices, in-plant or commercial shops. The all-metal camera has high torsional rigidity. Complete with 9½" coated and color corrected lens, automatic diaphragm control selective in 16, 22 or 32 aperture ratios working in conjunction with the direct mechanical auto-focus one dial calibration through 200% (2x) enlargement to 50% reduction; 19" x 23" glass covered copyboard; pressure back



to hold film up to 11 x 14"; lighting contained within cabinet; calculator; 120-second re-set timer; ground-glass and frame. For 110-volt, 60 cycle, single phase current. **For More Information Circle No. 191.**

PLANTER BOXES

Pre-Fab Industries, 3537 Lee Rd., Cleveland 20, Ohio, offers planter boxes and room-dividers made of precast light-



weight stones in pre-fabricated, portable units. Priced to retail at $39.95 up, there are five models (with and without legs) and two different colors. Each unit is fur-

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Cleanliness is! The Bohn Rex Rotary Mimeograph is designed like a printing press. It has printing press cylinders and it uses printer's paste ink that's fed from a sealed, disposable cartridge. Never leaks. The machine stays clean, copies come out clean and sharp. And you stay clean. At the end of a run you close up the machine 'til next time. Six hours or six months later, it's ready for use with no messy cleaning necessary. Four models, ranging in price from the automatic electric at only $345* to hand-operated models at $179.50*. *PLUS F.E.T.

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Send this coupon for more details and free copies of catalogue sheets, drawings, photographs and a portfolio of Leonardo da Vinci's masterpieces, all reproduced on the Bohn Rex Rotary Mimeograph:

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For More Information Circle No. 328

nished with a Fibreglas, leak and rustproof liner for natural or artificial plantings. Individually mounted, the stones bear the same attractive, custom-built appearance as natural cut-stone, yet are one-fifth the weight. **For More Information Circle No. 183.**

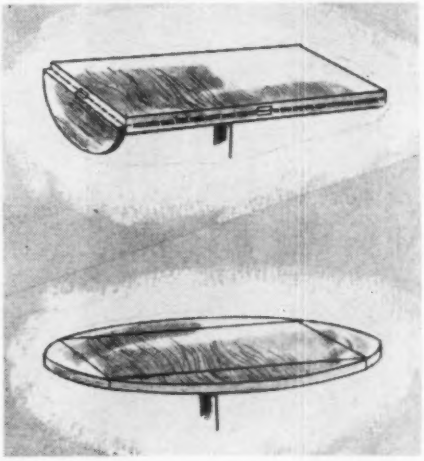
DRAWING DESK

Densmore Calculator Co., 2003 East 14th St., Box 1557, Oakland 4, Calif., has designed the Drawing Chief desk as a standard executive desk and drawing table. Drawing board is concealed under desk top and elevated to posture chair height when top is opened. When closed the board is automatically lowered in a flat plane into a well with sufficient clearance between board and desk top for permanent

mounting of a drafting machine. This clearance also eliminates need to remove tools or reference books from the board. Adequate storage facilities are provided for drawings, drawing paper, books, catalogs, files and tools. Reference portion of top slides out allowing access to tool and supply compartment. It also serves as space for telephone, ash trays, etc. This desk is available in different styles and top sizes with electrical outlets, locks and drawing board pencil trough. **For More Information Circle No. 117.**

TABLE TOP

Johnson Plastic Tops, Inc., 69 North St., Elgin, Ill., introduces a deluxe rectangle table top called the Flex-A-Shape Rectangle, which opens to a complete oval. Closed, the top measures 30″ x 42″ to accommodate four and opens with a simple adjustment to a 42″ x 57″ oval for six or seven persons. When the full size is not



needed, an automatic catch completely conceals the four leaves under the table. Continuous piano hinges connect the leaves, give the top a more attractive appearance and triple the normal load-bearing strength. The full range of table top surfaces includes: Formica and other laminates; a newly developed sponge rubber-over plywood combination; and Duran over sponge rubber. **For More Information Circle No. 182.**

OFFSET BORDERS

A. A. Archbold, Box 332, Burbank, Calif., offers the Book of Borders for offset reproduction. Printed on 80-lb. enamel, the 16-page 11″ x 17″ book provides 64 lineal inches of 81 different 6 pt. and 12 pt. conventional borders (no rules). Borders can be mitred, butted or finished with any of several decorative corner designs included. Book may be

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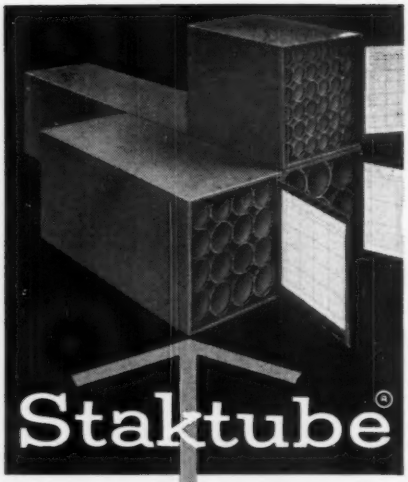
For More Information Circle No. 264



Stacor's lifetime steel

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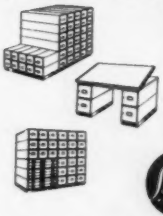

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used to make up borders, panels, coupons, boxes, certificates, diplomas, cover designs, title pages, menus and general decorative treatments. Designs may be combined to make borders of wider pattern. Book is $6. **For More Information Circle No. 121.**

MICROFILM PROCESSOR

Andre Debrie Mfg. Co., 14-29 112th St., College Point 56, N. Y., offers the Aiglonne America automatic daylight processor which develops microfilm at up to 1400 ft. per hour without darkroom facilities or complex installation. Has a minimum of moving parts, is completely self-contained and does not require special skill to operate. Will develop all existing

black-and-white emulsions to manufacturers' recommendations. All temperatures are under constant control and processing solutions can be quickly changed. Unit is available for 16 or 35 mm negative/positive or reversal film. Reversal machines also can serve as negative/positive units if desired. Self-threading feature eliminates threading with a leader before or after processing. Design also eliminates need for feed or take-up elevator. Prices are $4200 for the 35 mm, $4500 for the 16 mm. For descriptive literature, **Circle No. 163.**

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How would you like to have personally typed letters turned out 2½ times the speed of the fastest typist? neat, erasure-free, error-free? With Auto-typist, one average typist can easily do 100 to 125 letters each day—three or four times her normal typing output.

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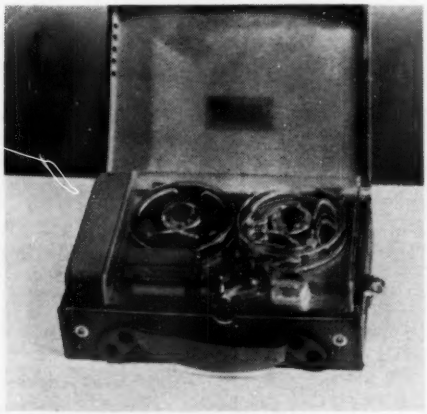
MANUFACTURERS OF AUTO-TYPIST, COPY-TYPIST AND CABLE-TYPIST

For More Information Circle No. 297

DICTATING MACHINE

Universal International Sales Corp., 314 Fairview Ave. N., Seattle 9, Wash., is distributing a fully transistorized miniature portable Dictating Machine no larger than a camera. It weighs 3½ lbs. and is only 4¾" x 2½" x 8". Operates on regular pen light batteries with up to 32 minutes playing or recording time on each tape. One switch does everything—off position, stop, playback, rewind, and



record. Complete automatic erase by re-recording on same tape. Tape can be used over again hundreds of times. Can be used to dictate or record while traveling in a car. List price is $97.50 with leather case, recording microphone, ear listening device, microphone for recording telephone conversations, and a 90-day free parts and labor warranty. Other models as low as $88.88. Distributor and dealer distribution invited. **For More Information Circle No. 118.**

PAPER ROLLS

Rittenhouse Paper Co., 2600 N. Clybourn Ave., Chicago 14, Ill., announces that it is now manufacturing paper rolls for Sweda, Hugin, Regna, Anker and Olivetti machines. These rolls are as carefully engineered to the manufacturers' specifications as the Rittenhouse rolls made for use in National Cash Registers. **For More Information Circle No. 131.**

WITH THE

STAPLEX AUTOMATIC STAPLER

Hand stapling is a pain in the palm! It's time-wasting, costly, inefficient. And totally unnecessary—because Staplex now has the automatic stapler to fit *every* need.

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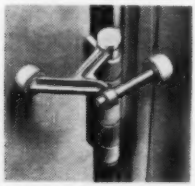

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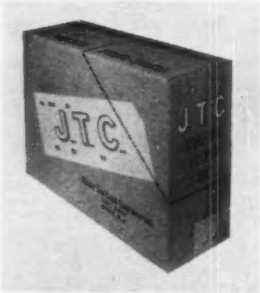
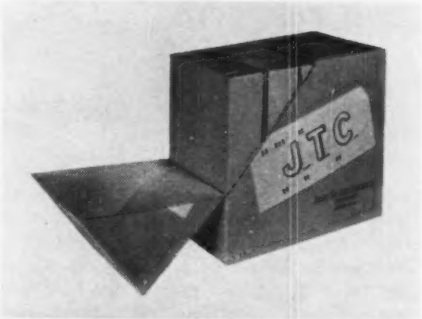
You can regulate travel distance of door. Eliminate use of floor type bumper and baseboard heater problem. Easy to install. No holes to drill. Ideal for 2 doors hung a few inches apart. Finished in brass, nickel, chrome and bronze. Can be purchased at your hardware store or lumber yard, dept. or chain stores.

Manufactured by
GORDON ASSOCIATES Derby, Conn.
For More Information Circle No. 353

TABULATING CARDS

Jersey Tab Card Corp., Iorio Court, Union, N. J., manufacturer of tabulating cards, packs them in Store-Rite cartons which store the cards properly until needed. Boxes of cards can be removed from a full carton even by a girl when the carton is on a shelf. The first box can be removed easier than from a conventional





carton because three sides of the Store-Rite carton drop away. Stored cards are easily replaced in the cartons and cartons can be resealed since their tops are not destroyed in opening. Each card box has slots on its exposed front end to hold a sample card for quick identification. A tab on the box makes it easy to remove from a storage shelf. For literature illustrating above features, **Circle No. 186.**

PENCIL CARBON PAPER

Columbia Ribbon & Carbon Mfg. Co., Glen Cove, N. Y., has developed a blue solvent coated pencil carbon. According to the company, the solvent coated carbon

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For More Information Circle No. 224

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Removes surface carbon to prevent smearing. Soft green rubber encased in spiral paper wrapping with pull-string for easy repointing.

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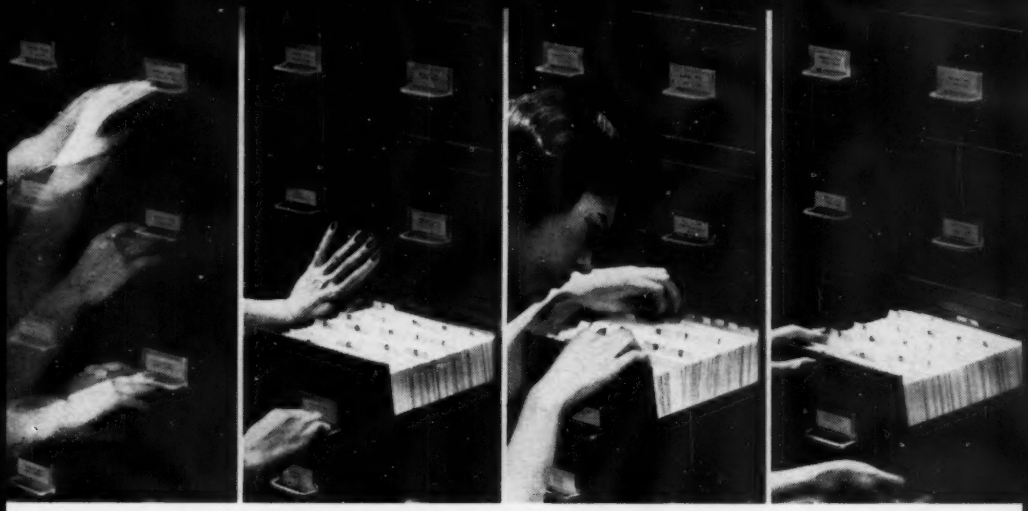
For More Information Circle No. 327

—made from Columbia's patented Plastisol—eliminates tacking or sticking, a problem in register and pencil carbons, and produces a brilliant blue copy. Columbia has laminated a porous plastic to the paper and filled it with an ink similar in action to ballpen ink. This not only eliminates sticking but increases the use of the carbons through the use of the Plastisol formula ink. Plastisol has a completely even wear-down and will last at least four times longer than common pencil carbon. The copy produced is permanent, will not smear and is completely clean in handling. Copies made from Plastisol can be reproduced through most copying processes on the market. Blue Plastisol pencil carbons are available in sheets, reams and rolls. **For More Information Circle No. 137.**

CATALOG CASE

Leathercraft, Inc., 2320 S. Western Ave., Dept. A-9, Chicago 8, Ill., is introducing a Sturdex Flat-Top Catalog Case that features a Stay-Open device: special metal hinges (patent pending) that auto-

matically hold the overfolding flaps wide-open when case is opened. This permits the user to work at top efficiency as it affords wide-open viewing of contents and accessibility to anything in the case without having to hold flaps open. The case has large box-type capacity yet weighs less



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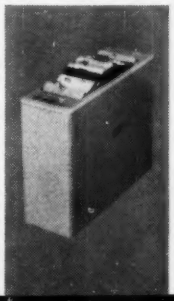
For More Information Circle No. 319



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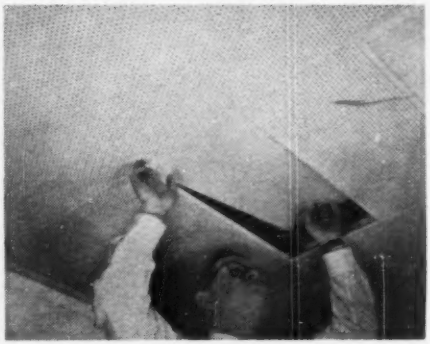
For More Information Circle No. 321

than some smaller cases. Two expanding side pockets for file cabinet efficiency plus spacious center compartment for catalogs, samples and bulky items. Covering of Sturdex is tough and durable; always looks smart and businesslike regardless of use. Like all Sturdex cases, this is unconditionally guaranteed for five years; has plastic Perma-Edges and reinforced steel-construction Perma-Handle that will outlast the life of the case. Available in two sizes: 16″ x 11″ x 6½″ and 18″ x 12″ x 7½″ in suntan or ginger colors. Retail price $19 and $21. Special prices for volume users. **For More Information Circle No. 147.**

ACOUSTICAL CEILING

Accesso Ceiling Products, Inc., 3524 Bagley Ave., Seattle 3, Wash., has developed a durable low-maintenance, completely accessible metal acoustical ceiling which may be quickly installed in new construction or remodeling. Common furring channels are suspended by wires from the structural or existing ceiling. Light Accesso channels are clipped to the furring,



and 12″ x 24″ enameled steel perforated pans are installed on the channels to conceal all suspension members. Incombustible sound absorbent pads are then laid within each pan unit. All pans can be quickly removed, without damage, to reach wiring, ducts and other utilities above the ceiling. This feature also provides easy movement of partitions and lighting fixtures as required. Standard

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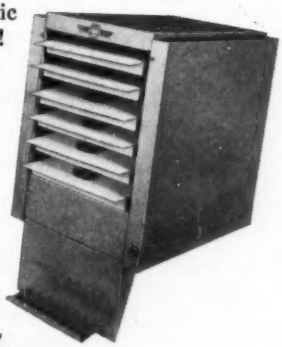
...our Thomas Collator earns its $149.50 cost every 2 months!"

Time savings does it! With the *Gatherette* electric collator one girl collates where before it took three!

What's more, she does it comfortably at her desk. And when she's finished, the lightweight and compact *Gatherette* is no trouble to put away.

Why continue tiring, time-wasting hand gathering of duplicated sheets into sets? A *Gatherette* can work wonders in savings and morale! The Thomas people will gladly demonstrate that. Write them today and see.



Thomas Collators Inc.
100 Church St., Dept. B1, N.Y. 7, N.Y.

For More Information Circle No. 225

XEROGRAPHY

and OFFSET DUPLICATING

More and more, modern business relies on xerography . . . the world's most versatile copying process . . . as the fastest, most economical way to produce sharp, clear, high-quality copies . . . thousands if needed . . . in minutes.

Every day, systems and procedures men find new uses for xerography . . . enlarging, reducing, copying onto all kinds of duplicating masters, simplifying operations, speeding vital changes to the field.

Daily, xerography is contributing fresh and major economies to industry and government. It will pay you to investigate its benefits. Write today. HALOID XEROX INC., 60-220X Haloid Street, Rochester 3, N. Y. Branch offices in principal U.S. and Canadian cities. *Overseas: Rank-Xerox Ltd., London.*

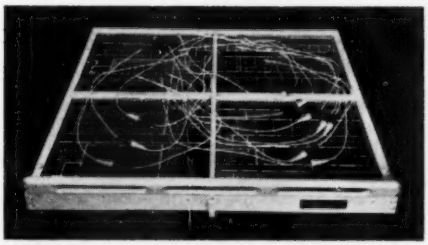
HALOID XEROX®

For More Information Circle No. 316

acoustical tile may be interchanged with the metal pan on the Accesso Suspension System as required by occupancy. The installed cost of the metal ceiling is approximately that of the popular incombustible mineral tiles. **For More Information Circle No. 116.**

CONTROL PANELS & WIRES

Edward Ochman Systems, Box 141, Fairfield, Conn., announces a new line of Ockie machine control panels, wires and



wiring components. These are manufactured in accordance with IBM specifications for use with all IBM data processing equipment. The firm is seeking qualified representatives to call on data processing installations throughout the country. For new catalog and price list, **Circle No. 193.**

EXECUTIVE DESK

Avalon Desk Mfg. Co., 1330 East 16th St., Los Angeles 21, Calif., makes the Avalon Plateau executive desk which features

three top panels inlaid with either Naugahyde or leather. Desk has full size filing and utility drawers; comes in a wide selection of hardwoods and finishes. Available with or without matching chairs. For catalog describing the complete Avalon line of office furniture, **Circle No. 195.**

FREE TELKEE booklet answers that question for you; shows how TELKEE saves you time and money, gives you new convenience.

STOPS time wasted locating lost or borrowed keys

MINIMIZES expensive lock replacement and repairs

ORGANIZES all your keys in one orderly system

What's more, TELKEE guarantees maximum security and privacy—keeps keys in authorized hands, always.

Offices, factories, stores, schools, housing, hospitals . . . there's a TELKEE System to fit every size and type of application. TELKEE solves every key problem, efficiently, inexpensively.

FREE—send today!

TEL KEE

The MOORE KEY CONTROL® System

P. O. Moore, Inc., Glen Riddle 38, Pa.

For More Information Circle No. 325

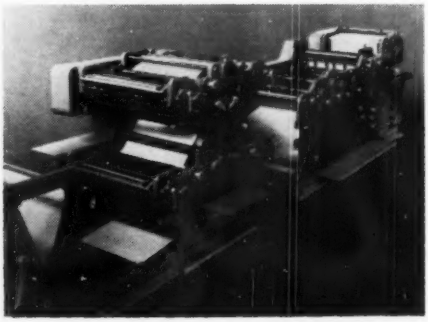
COFFEE VENDER

Demay, Inc., 2641 Decatur Ave., New York 58, N. Y., announces the Demay HB500 new hot beverage machine that automatically makes a fresh cup of hot coffee, one cup at a time, from freshly ground coffee beans packed in individual aluminum containers. Upon the insertion of a coin (nickel, dime or quarter) and after selection is made, the portion-controlled container is automatically released from its storage compartment in the machine, positioned and immediately infused with flash heated water under pressure. Brewing takes place in sec-

onds within the aluminum unit container so the maximum amount of oils and essences that make for good coffee are extracted. The used container is discarded when a new container is positioned in its place. Since only one cup can be brewed at a time, coffee is never exposed and suffers little deterioration of quality. The hermetically sealed Alumapak guarantees a minimum shelf life of six months. Powdered cream and sugar are included in the Alumapak with the coffee. There are no sanitizing problems; no mixing bowls, reservoirs, cream canisters or lines, nor product metering devices that require scouring. Used ingredients remain in the Alumapak when discarded. The HB500 can be serviced in five minutes. One man can service up to 40 machines a day. Every sub-assembly could be exchanged in minutes. No technical skill is required to operate the machine. The Demay HB500 makes hot chocolate and brewed tea in the same manner. It permits up to ten selections. The cabinet is 21″ deep, 31″ wide, 67″ high. An inside opening door readily allows battery operation without the need for false fronts. Price of the unit is $1195 f.o.b. factory. **For More Information Circle No. 156.**

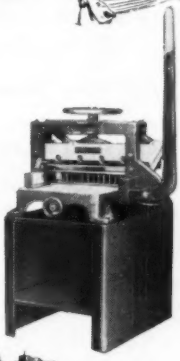
FORMS PRINTING PRESS

American Type Founders Co., 200 Elmora Ave., Elizabeth, N. J., has developed a rubber plate forms press to handle variable size snapout and continuous forms from 14″ to 28″ in cut-off sizes, and web widths to 26½″. This variable forms press provides greater flexibility to forms manufacturers for producing different size forms to meet customers' special needs.



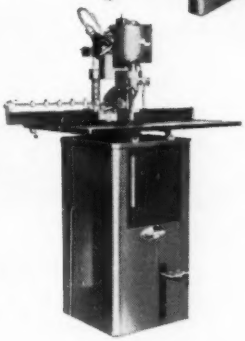
Each of ATF's variable size forms presses comes equipped with four printing units which may be set up as two color printing units and two numbering units; as three and one, or other combinations. To change cylinder circumference sizes, inking units are quickly rolled away and rubber plate printing cylinder removed and replaced by another cylinder of desired size. One set of cylinders for the three printing units comes with the press. Cylinders of other sizes

Here are two important production aids that will enable your duplicator operation to turn out *more work* in *less time* at *less cost.*



A CHALLENGE PAPER CUTTER

Available in a wide range of sizes and types used by duplicator operations . . . lever and power types . . . 19 inches cutting width and larger. Save the time and expense of having cutting work done outside.



A CHALLENGE PAPER DRILL

Handle your own fast drilling of loose leaf forms; also all your cornering and slitting or slotting work. Drill holes in a 2-inch lift of paper in seconds. Available in a wide range of models.

Write for free descriptive booklets and names of local dealers or see your Challenge Printing Equipment Dealer.

The CHALLENGE MACHINERY CO.
GRAND HAVEN, MICHIGAN

Challenge®

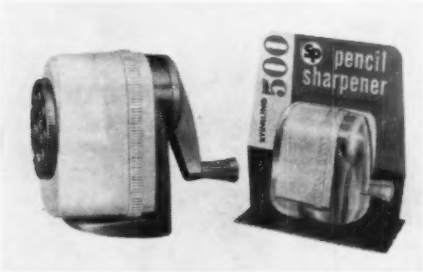
CH-111

For More Information Circle No. 278

are available as optional items to meet all other requirements for snapout and continuous forms work. In the punching unit three different fixed size punch units are supplied. In addition, provision is made in the frame for the installation of a punch unit of any size to run with comparable cylinders. This may be a duplicate of one of the three fixed sizes. Tab cutting for any size cylinder also may be supplied in place of additional punch unit. Two fixed size perforating units are supplied. Provision also is made in the frame for the installation of cross perforation of any size to run with comparable cylinders. The Variable Size Rubber Plate Forms Press comes equipped with a 40″ maximum diameter roll feeder unit, and a 22″ maximum diameter roll rewinder. A variator controls the speed of the metering roll, controlling the board length. High-speed zig-zag folders in two sizes, 8½″ and 11″, are optional equipment. **For More Information Circle No. 133.**

PENCIL SHARPENER

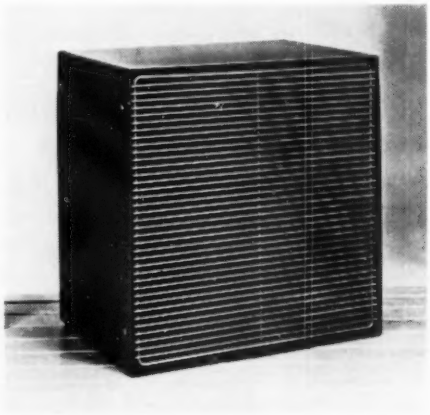
Sterling Plastics Co., 1140 Commerce Ave., Union, N. J., announces that functional beauty and precision engineering are combined in the plastic and metal Sterling 500 Pencil Sharpener. Smooth,



silent operation is accomplished by twin milling cutters of hardened steel in a Delrin cutter body. This cutter head assembly is easily removed for cleaning or replacement. Extra-large housing is sealed tight against dust loss and needs emptying less often. All pencil sizes are accurately centered by the Sterling precision selector. The sharpener is mounted in a transparent plastic blister on a three-color card for hanging or stand-up display. Suggested retail price is $3.85, and each sharpener carries a written guarantee. Dealer and jobber inquiries invited. **For More Information Circle No. 152.**

AIR PURIFIER

Manesco, Inc., 605 Plandome Road, Manhasset, N. Y., distributes the Manesco Air Purifier. Housed in an attractive cabinet, a highly efficient fan circulates room air through both an activated charcoal and full depth Fram filter. The germ killing, permachem-treated Fram filter relieves many respiratory ailments. Its depth maze filtration traps all sizes of



air impurities including bacteria and pollens. Activated charcoal filters out odors, smoke, smog and vapor. By freshening stale air without drawing in more air from outdoors, unit practically pays for itself by cutting fuel bills in winter and airconditioning costs in summer. Available in three portable models: capacities of 100, 200, and 500 cu. ft. per minute for any room from about 10 x 10 ft. up to 20 x 25 ft. Only connection required is a standard 110-volt AC outlet. Models are also offered for flush wall installations. **For More Information Circle No. 149.**

Genuine

STURDEX

...it takes a good business case to complete your sales picture!

Look what a *difference* STURDEX makes! The only business case made with the craftsmanship of finest leather cases . . . but at *half the price.* A sales-making case that's always neat and business-like . . a durable case that *outwears* all others . . . guaranteed for *5 full years!*

CATALOG CASE — Opens Wide and STAYS OPEN!

New flat-top Catalog and Sample Case with new STAY-OPEN feature! Exclusive hinges (patent pending) hold overfolding flaps wide open for easy access and viewing. Tremendous "box-type" capacity, yet weighs less than many smaller cases. Expanding side pockets for "file-cabinet" efficiency plus spacious center compartment for bulky extras. Famous PERMA-EDGES and PERMA-HANDLE will actually outlast the long life of this exclusive STURDEX business case. At stationers, luggage or department stores everywhere!

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STURDEX looks new longer . . . always ready for business. So wearproof, waterproof and weatherproof, we guarantee it for 5 full years!

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World's Largest Manufacturer of Business Cases Exclusively

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LEATHERCRAFT, Inc., 2320 So. Western Ave., Dept. A-9, Chicago, Illinois

Please send full details about STURDEX, and the name of my nearest dealer.

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Address_____

City_____ Zone____ State____

For More Information Circle No. 226

THERM-O-SEAL

Continuous Tabulating Forms

ARE FUSED

a new way to

SAVE YOU MONEY

Now! THERM-O-SEAL continuous and tabulating forms, featuring economical carbon construction, save you substantial time and money. With parts fused together at detachable margins for trouble-free operations, THERM-O-SEAL forms assure you of complete form flexibility. Non-slip, non-jam operation. No paste! No crimp! No staples! THERM-O-SEAL 2 to 6-part forms provide *all* needed copies in continuous unit sets for top efficiency performance. Telephone your Baltimore Business Forms Representative today or write us for samples.

Baltimore Business Forms

3144 Frederick Avenue, Baltimore 29, Maryland

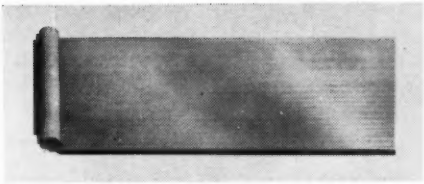
For More Information Circle No. 273

INK REMOVER

Alvin & Co., 611 Palisado Ave., Windsor, Conn., introduces a remover that completely removes ink. X-A Ink Remover, eradicates all traces of India ink, regular ink, pencil and ballpen, stamp pad ink and carbon. Specially formulated for use on all types of tracing papers, vellums, cloths and plastic mediums. Will not warp tracing paper nor damage plastic foil. Dries quickly so that the redrawing of copy over erased areas can be done almost immediately. Also cleans drawing instruments. X-A Ink Remover comes in durable plastic container, with handy needle spout with cover for $1.50. **For More Information Circle No. 138.**

PLASTIC MATTING

Evans Specialty Co., 2401 Venable St., Box 8128, Richmond 23, Va., introduces its Covamat plastic mat to protect floors, rugs, walls and shelves at less cost than rubber coverings. Covamat is made of heavy gauge, semitranslucent polyethylene. This hard-wearing, scratch-resistant material allows wood, tile or carpet to show through. Mats are made with eight



DATERS

for SMALL and LARGE SPACES

FORCE Daters fit the space of all office forms. Model 400 is ideal for narrow spaces—inventory, ledger, sales cards etc. Date changes with stylus. Model 450 is all-purpose dater; month changes automatically after 31st day change. Bold day figures are easy to see.

Write for Catalog

WM. A. FORCE & CO., Incorporated
216 Nichols Ave.
Brooklyn 8, N. Y.

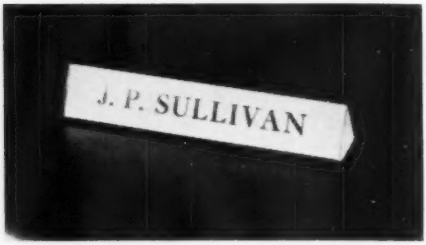
Sales Offices: NEW YORK • CHICAGO • SAN FRANCISCO • MONTREAL

For More Information Circle No. 365

gripping ribs per inch, which prevent slipping and keep mat in place. Available clear, or in beige, gray or green, and can be cut to any size desired. **For More Information Circle No. 134.**

DESK SIGN

Cel-U-Dex Corp., Box 1127, New Windsor, Newburgh, N. Y., offers an inexpensive sign holder for desktops, counters or in-

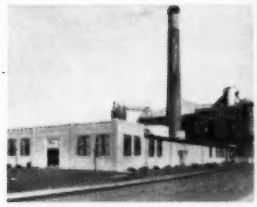


formation windows. It is a transparent plastic pyramid with three usable faces, each 1½″ across. Eight and 10″ lengths are available. The triple-face makes it possible to have three name changes in one unit, or to combine names and informational material such as "Next Window," "Information," "Closed," etc. Inserts furnished can be written on, typewritten or printed. With each unit two pressure-sensitive adhesive tabs are furnished for non-mar attachment to a desktop or counter. **For More Information Circle No. 136.**

VARI-TYPER RIBBON

Columbia Ribbon & Carbon Mfg. Co., Glen Cove, N. Y., announces the application of a plastic solvent ink formula to a polyester film base ribbon for Vari-Typer equipment. The formula used in the ink is a by-product of Columbia's patented Plastisol which was first used as a copying sheet. The SF-50 "bonds" an image to the paper which will not rub off, smear or distort, "even when you deliberately try." Laboratory and field tests over the past six months are said to have proved that

For More Information Circle No. 348

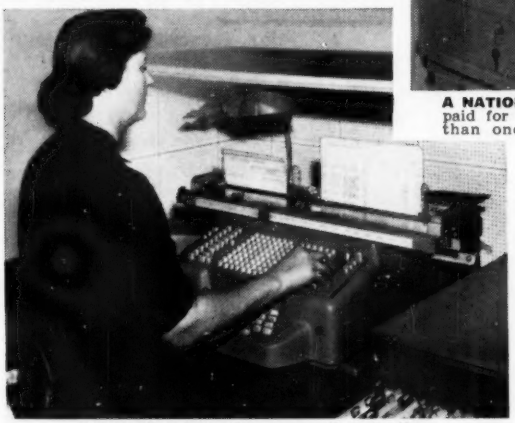


EXTERIOR of Arkla Air Conditioning Corp.

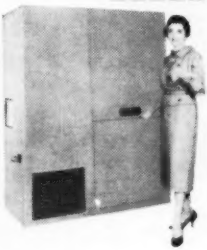
M. C. SCHRADER, Asst. Secretary & Treasurer.

A NATIONAL SYSTEM paid for itself in less than one year here.

ARKLA Servel
SUN VALLEY



NATIONALS help this corporation do three times as much work in two-thirds the time.



AIR CONDITIONER operates on low cost gas . . . heats and cools.

"Our *National* Accounting System saves us $25,000 a year... returns 133% annually on investment."

—Arkla Air Conditioning Corporation, *Evansville, Ind.*

"Prior to installing our National System, we read in one of your advertisements that Nationals would give us faster, more accurate information," writes M. C. Schrader, Assistant Secretary-Treasurer, Arkla Air Conditioning Corporation. "We also read that the National System would save us money — repay its cost quickly. This interested us. Soon after, we installed a National Accounting System.

"Two years of usage definitely backs this up. Our National System has given us new speed, new accuracy, and surprising money savings. We now process three times the work in two-thirds the time necessary under the former method. Also, previous errors in addition have been completely eliminated. Most important, our National Accounting System saves us $25,000 a year . . . returns 133% annually on investment."

M. C. Schrader

Asst. Secretary & Treasurer, of Arkla Air Conditioning Corporation

Your business, too, can benefit from the many time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan.

*TRADE MARK REG. U.S. PAT. OFF.

National

ACCOUNTING MACHINES
ADDING MACHINES • CASH REGISTERS
NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES
76 YEARS OF HELPING BUSINESS SAVE MONEY

For More Information Circle No. 261

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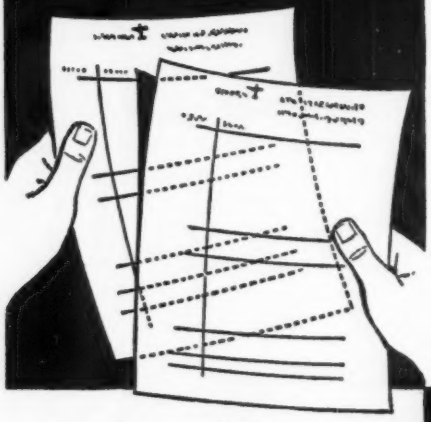

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TRANSLUCENT MASTERS

- SHARP *enough for the Board of Directors*
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- INEXPENSIVE *enough for the smallest budget*

• From the most detailed engineering drawing to typed or handwritten reports, every line is clearly reproduced in seconds with Patapar Translucent Parchment masters.

Save time, save dollars and add greater efficiency to your office.

Write for samples of Patapar Translucent masters. They're available in a range from lightweight to rigid card stock.

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PATERSON PARCHMENT PAPER CO.
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Sales Offices: New York, Chicago
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Please send me sample kit and information about Patapar® Translucent Masters.

Name _____
(PLEASE PRINT)

Title _____

Company _____

Address _____

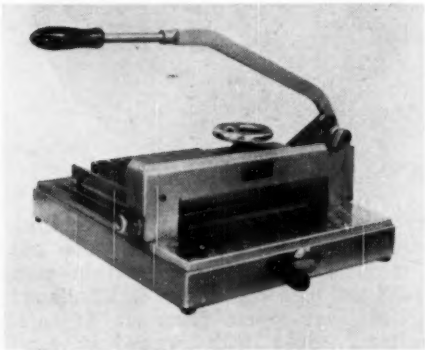
City _____ *Zone* _____ *State* _____

For More Information Circle No. 350

the copy is consistently clear, sharp and uniform even when it is enlarged "ten times or reduced to a minimum." Reduction or enlargement of the image produced "even under magnifying glass," will not show any indication of fabric weave, type fill-in or fuzziness. The ribbon is particularly good for photocopy work. The SF-50 is static-free. It is not intended for use on direct image paper offset plates. Its 900 ft. length reduces the number of times the ribbon has to be changed. **For More Information Circle No. 184.**

PAPER CUTTER

Michael Lith Sales Corp., 145 West 45th St., New York 36, N. Y., states that the Triumph manual paper cutter has advantages of larger paper cutters. Simple operation of the easy-to-read, easy-to-handle side guide and back-gauge insures professional cutting and trimming by male or female office personnel. Designed to



meet the increasing need for paper cutting in offices with duplicating equipment or electronic bookkeeping systems requiring ledger-statement sheet cutting. The Triumph has all-metal frame construction and front wheel calibrator for automatically moving back-gauge to divisions of 1/32″ for precision cutting down to a 1/2″. Cutting thickness in the 18″ model is 3 1/4″ high, over a ream of paper. Other features are ample working area for better handling; portability; simple operation safety and low cost. A Triumph can cut 5000 sheets in ten minutes. There

"Columbia chairs make good chest protectors

...but my daddy says they're the very best for his office"

Send for catalog and names of authorized dealers near you.

COLUMBIA-HALLOWELL Division

SPS

JENKINTOWN 88, PA. or
SPS WESTERN, SANTA ANA, CAL.

For More Information Circle No. 323

ELIMINATE COSTLY *Extended* Coffee Breaks *with* VERSATIMER

LIGHTWEIGHT
PORTABLE
NO WIRES
COMES READY TO USE

$34.00 Postpaid

New, low-cost automatic timing unit accurately controls the length of office coffee breaks. Set the number of minutes desired on the timer and forget it. VERSATIMER'S buzzer automatically signals the end of break. Acclaimed the greatest little time and money saver ever devised. Will save you hundreds of dollars each year. Write today for catalog sheet.

Dealer inquiries invited.

THE VERSATILE TOOL COMPANY

122 Heywood Avenue • West Springfield, Mass.

For More Information Circle No. 324

Your operator can feed stock with both hands with this Foot-Control Floor Model

Spinnit

PAPER DRILL

ONLY $216.00

A price where most bench models begin.

Faster workflow. Positive 2-hand control of stock. Ideal for women operators. A real bindery drill.

Write us for details.

LASSCO PRODUCTS, INC.
485 Hague St. • Rochester 6, N. Y.

For More Information Circle No. 326

are two sizes: 14" and 18". Available as additional equipment are attractive matching metal stands with storage shelf. **For More Information Circle No. 197.**

DICTATION PRACTICE DISCS

Steno-Discs, Dept. O, 1439 N. Western Ave., Hollywood 27, Calif., offers an easy way for stenographers and secretaries to maintain shorthand speed by the use of dictation practice records. Steno Disc Records are 45 rpm, unbreakable and are available in 60, 80, 90, 100, 110, 120, 130

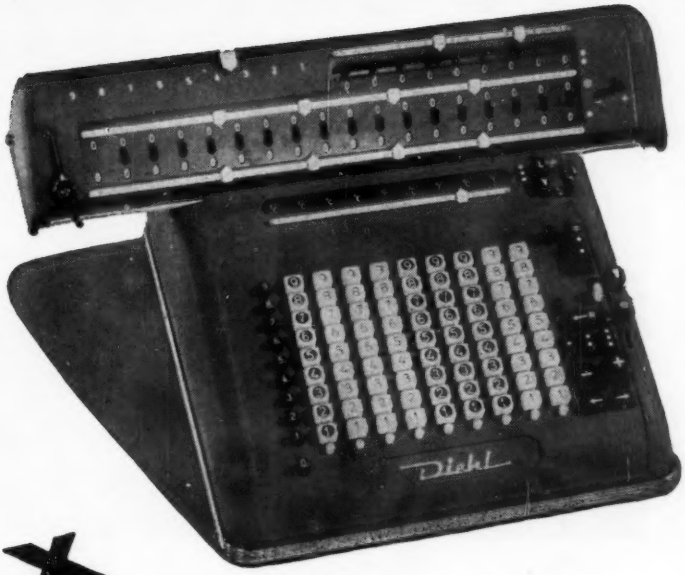
wpm in these subjects: business, legal, insurance, advertising, sales promotion and medical. Letters are different in each speed and each record carries 12 minutes of dictation. Steno Discs are $1 each, postage prepaid, with money-back guarantee. With an order of five, one is sent free. **For More Information Circle No. 122.**

CLOCKS

Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati 14, Ohio, offers a line of executive clocks as attractive and distinctive time indicators. Available in four styles and four sizes, the line covers a wide variety of executive office needs. Movements can be recessed into plaster, plaster board, wood or masonry walls. Styles are designated Marker, Modern,

Diehl

Automatic
Calculating Machine



Diehl

CALCULATING MACHINES, INC.

527 MADISON AVENUE, NEW YORK 22, N. Y.

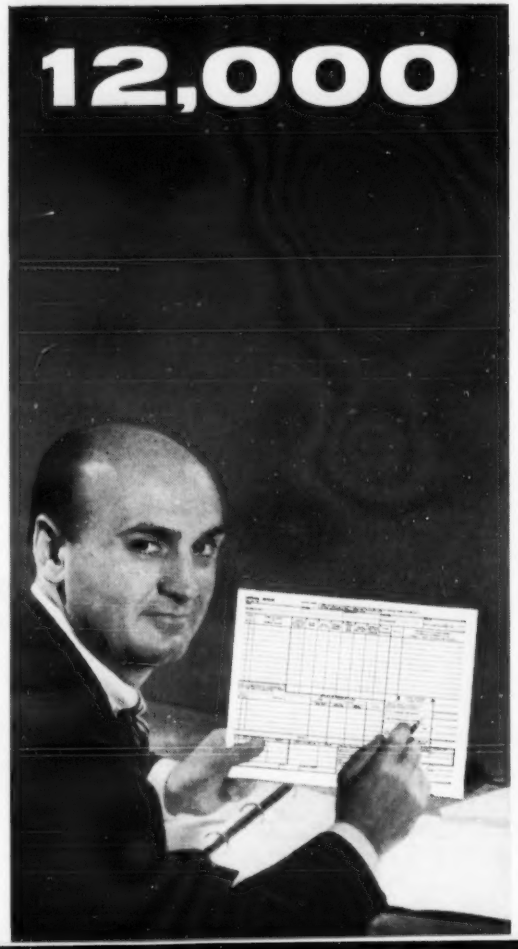
Telephone: ELdorado 5-6066

For More Information Circle No. 291

SCHERTEL

it takes 12,000 DIFFERENT FORMS to run OLIN MATHIESON

...how the problem of creating and producing them was solved

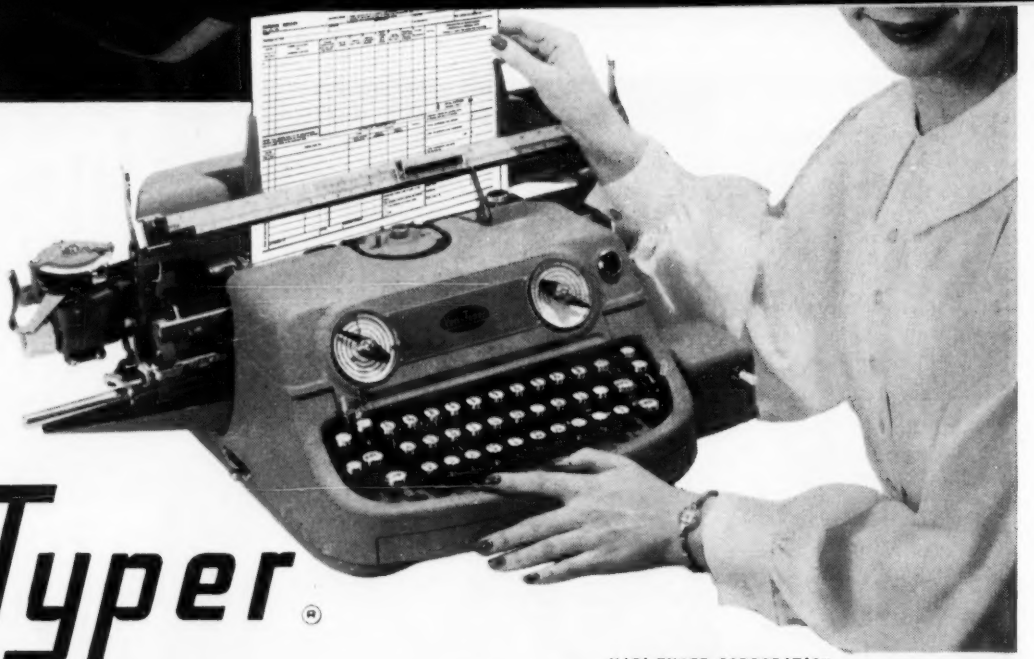


The tremendous task of coordinating the functions of six major operating divisions under a single efficient control involves paper-work that staggers the imagination. The problem, at Olin Mathieson, was solved by establishing a single source for setting the standards and reviewing the designs which are produced 'on location' by each individual division. *Vari-Typers* are used to type-compose almost all of the 12,000 forms used. Besides the extraordinary savings realized, the end result is uniformity plus instant identification of the forms as 'Olin Mathieson' in character.

This is the story about one of America's great business organizations serving industry and the public in six major fields. However, the Vari-Typer story is the same for countless small businesses, institutions, and industries throughout the world... all seeking a better way of producing better products

Forms and Procedures Mgr.,
Olin Mathieson

Mr. Marien has authored numerous articles on the subject of "Methods and Procedures," one of which won first place in O.E.A. Management Center Competition. He has conducted seminars and delivered lectures on the subject.



Vari-Typer®

the machine with 1,000 faces

Vari-Typer type-composes with instantly changeable, true print-style faces, in a variety of sizes and spacings. Evened (justified) margins and ruled lines are automatic.

(Copy for this advertisement was composed on the Vari-Typer Machine, illustrated here. The headings were photo-composed on the Headliner.)

VARI-TYPER CORPORATION
SUBSIDIARY OF ADDRESSOGRAPH-MULTIGRAPH CORPORATION

Cutting Costs is our Business

VARI-TYPER CORPORATION Dept. D-66
720 Frelinghuysen Ave., Newark 12, N.J.
Please send VARI-TYPER Book D.

NAME.....
COMPANY.....
ADDRESS.....
CITY.....ZONE....STATE.....

For More Information Circle No. 227

No surer, faster or safer way to keep confidential papers secret than by positively destroying them. Do it right in your own office with the new Shredmaster Bantam 10. Anyone can use it. Handsome and modern in design, clean and quiet in operation. Now at a new low price. (Other models of greater capacity available.)

THE SHREDMASTER CORPORATION
384 Woodcleft Ave.
Freeport, N. Y.

FREE: Illustrated, descriptive folder giving details of free trial. Just write today to DEPT. A-6.

For More Information Circle No. 228

Arabic and Mark-Arab. All have black hands and indicators with satin aluminum rosette. Black, bronze and gold anodized finishes are available. Time markers are wall mounted. Operating voltage is 110-volts 60 cycle. Clocks are also available for operation from either master clock minute impulse or wired synchronous movements. Each model is designed with 12", 15", 18" and 24" faces. With the 12", 15" and 18" sizes, markers can be mounted on an aluminum back plate and furnished as a complete unit for simplified installation. **For More Information Circle No. 154.**

STENCIL DUPLICATOR

American Stencil Mfg. Co., 2714 Walnut St., Denver 5, Colo., offers an ink stencil duplicator that fits into a briefcase and weighs 2 lbs. Called the Ezy-Graph, it produces clear copies in black

or colors, and is easy to use with no repairs or service needed. Anyone can do stencil duplicating with runs up to 50, 100 or more copies. The $19.95 price includes the necessary supplies and easy-to-follow instructions. **For More Information Circle No. 165.**

SALESBOOKS

Eddi Rose, 1930 Patterson Ave., New York 72, N. Y., makes manifold salesbooks on NCR paper, requiring no carbon paper for making duplicate or triplicate copies in the usual way. There are 11 stock sizes from 3⅜" x 5¼" to 8½" x 11¾", each containing 50 sets of duplicate

20¢

Isn't much, but it will buy

A.W.Faber

ERASER STIK®

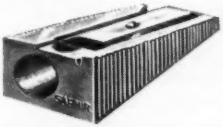
The original grey eraser point —always best for erasing.

and open the door to a better job with a bigger salary. ERASERSTIK does away with sloppy strikeovers.

7099B with brush 20c. 7099 without brush 10c. Insist on the original and genuine EraserStik by registered trade mark.

SAPHIR Hand Sharpener

works like magic. Gives you the correct point on your EraserStik—then stops sharpening. If you use one, you need the other. Ask your Stationer.



Shaped like a pencil, it sharpens like a pencil to any style point you prefer—blunt, medium or slender.

A.W.Faber-Castell

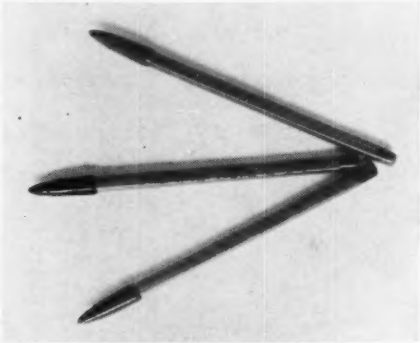
Pencil Co. Newark 3, N. J.

For More Information Circle No. 322

(white and yellow paper) or triplicate (white, pink and yellow) sets. All forms carry customer's heading and ruling. Books have wrap-around covers. No extra charge for consecutive numbering. As few as 125 books can be ordered. For illustrated literature with complete specifications and prices, **Circle No. 187.**

BALLPEN

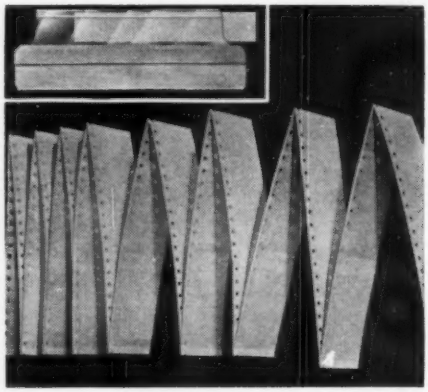
Eberhard Faber Pencil Co., Crestwood, Wilkes-Barre, Pa., introduces the Fotorite reproducing ballpen recommended for use with diazo, photocopy, Verifax, Thermo-Fax, xerographic and offset processes. To meet the special requirements, the Fotorite



sacrifices none of the qualities of Eberhard Faber's other Noblot ballpens. It has the extended writing tip, extra-long 5¾″ cartridge, fluted cone and plastic point protector in a color to match its three ink colors: blue (1955), green (1956) and black (1959). Retail price is 39c each. **For More Information Circle No. 146.**

INDEX TAB INSERTS

G. J. Aigner Co., 426 S. Clinton St., Chicago 7, Ill., unveils index tab inserts in continuous strips made in regular or pin-feed styles. In regular form, these continuous strips enable non-stop manual typing of insert titles, saving time by eliminating frequent handling of shorter insert strips in and out of the typewriter. In pin-feed form, the continuous strip is punched for feeding into automated printing equipment where insert titles are automatically printed from punched cards. A continuous strip of over 200 regular inserts will be included in all 100-per-box packages of Aico Ready-cut Shield Tabs



on future orders at no increase in price. For users who buy index tabbing in larger quantities, continuous strip inserts can be purchased separately in either regular or pin-feed styles. **For More Information Circle No. 189.**

SAND URNS

Atlas Metal Spinning Co., 183 Beacon St., South San Francisco, Calif., presents four hourglass sand urns which have a removable screen inset for easy cleaning.

Weight when filled with sand is about 34 lbs. Height is 20″. The four models are: AM408 with satin brass or copper finish on 20 ga. steel, shipping weight 9 lbs.; AM409 with satin aluminum or black

"WHAT? OUT OF CATALOGS ALREADY? (*. . . we just can't afford those printing bills"*)

Do the higher costs of printing keep you from turning out **needed** catalogs, folders, mailers? Then you'll welcome the Rex-Rotary D-280. It produces **real** printing—in your office—at a fraction of the cost of outside printing. No special training is required.

The Rex-Rotary D-280 prints from typewritten or typeset copy. It prints everything—drawings, charts, **even photographs!** In black, in color, in two or more colors. A unique ink control assures uniform printing.

Anyone can operate the Rex-Rotary D-280. All the skills are built into the machine. It prints thousands of copies, automatically. Stops automatically, too! It gives perfect registration on multicolor jobs. It even prints from letter-size stencils without masking (another Rex-Rotary exclusive). And your secretary will welcome the sealed ink cartridges, which eliminate messy fingertips.

the OFFICE printing press

Nicest thing about this ultra-modern, silk-screen mimeograph is that **only you** know of its economy. Customers, dealers, salesmen, see clean, clear printing. Let us show you how companies—large and small—get more printing, at less cost, with a modern Rex-Rotary. The coupon on the next page will bring all the information. Fill it out—mail it now.

REX-ROTARY

For More Information Circle No. 229

RETAILER BEATS ADVERTISING COSTS

Prints own direct mail, plows savings back, increases turnover by 60%.

NEW YORK, Bellaire Liquors, Inc., of Jamaica, New York, found that spiraling printing costs drained the profits from direct mail efforts. Rather than eliminate advertising, the firm looked for ways to reduce costs.

"We selected the Electro-Rex-Rotary System," says Mr. M. Schwartz, Bellaire owner, "because it slashes printing costs without reducing quality. Rather than pocket the savings, we plow them back into more mailings. Result? After 14 months, our turnover rate is up 60%."

Mr. Schwartz cites these reasons: 1—more advertising to each prospect, at no extra cost; 2—more attractive advertising, with multicolors; 3—no hidden costs, all work done by store personnel.

"As if that weren't enough," adds Mr. Schwartz, "our Rex-Rotary eliminates all *other* outside printing. We even turn out our own business forms and store hand-outs."

Rex-Rotary Distributing Corp. • 367 Park Ave. So. New York 16, N. Y. • MU 4-5405

I'd like more information on the
☐ Rex-Rotary D-280
☐ Electro-Rex ☐ Foto-Rex

Please ☐ send literature
☐ call to arrange a demonstration

Name _____ Title _____

Firm _____ Phone _____ O6

Address _____

DO STILL MORE, SAVE STILL MORE

Once you're producing economical office printing the easy, low-cost Rex way, you'll welcome the exciting possibilities of these other money-saving Rex products:

etches stencils electronically

ELECTRO-REX, a revolution in stencil making. Just insert type proofs, printed matter, clippings, drawings or pictures. While the drum rotates, every detail is faithfully transferred to a mimeo stencil or offset plate—electronically—at only pennies per stencil. No darkroom. No chemicals. No special training.

sets type photographically

New **FOTO-REX** lets you produce crisp headlines—on the spot—at irresistibly low cost. Hundreds of type faces and sizes available. Special fonts, logos or screens made to order. Easy? Just insert a letter—expose—dial the spacing. **Only $139.50**

Circle No. 229

crinkle finish on 18 ga. aluminum, 6 lbs. Units are individually boxed. Special inset with cigarette holder also available. **For More Information Circle No. 166.**

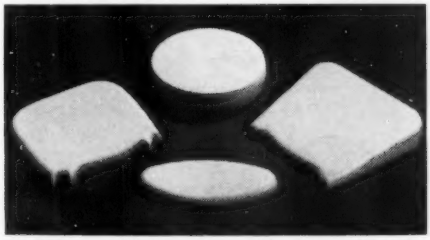
FINGERTIP MOISTENER

Lee Products Co., 2736 Lyndale Ave. South, Minneapolis 8, Minn., in redesigning the Sortkwik package into a round con-

tainer, has made this fingertip moistener more convenient to use. The easier-to-handle shape permits every bit of moistener to be picked up by the fingertips from the rounded bottom. The red-and-white cover design gives instructions on use. The greaseless, stainless, tacky film that Sortkwik creates on the fingertips makes it easy and faster to work with papers of all kinds. It does not stain or smudge, is non-drying, non-allergenic and easy on the hands. **For More Information Circle No. 180.**

SEAT CUSHIONING

American Excelsior Corp., 1000 N. Halsted St., Chicago 22, Ill., offers Urafoam



custom molded seat cushioning of polyether (urethane) foam. According to the

For More Information Circle No. 366

Keep costs down... Efficiency up. Customer service flows easily . . . smoothly . . . with exacting accuracy. Keys need only the lightest pressure to operate. Compact size.

Other built-in MP advantages are:
- *Modern Aircraft Aluminum construction*
- *Removable Top Tray and Inner Box*
- *$125 capacity (pennies through ½ dollars)*
- *Choice of four decorator colors • Guarantee: parts, workmanship only $69 plus tax.*

Inquire about other MP Coin Changers at your nearest dealer. MP...the value leader.

Since 1940

METAL PRODUCTS ENGINEERING INC
4000 Long Beach Avenue
Los Angeles 58, California

For More Information Circle No. 355

CONFIDENTIAL MAP FILE
MT4 — WITH LOCKING DOORS

STURDY METAL CABINET map file, has 112 tilting tubes. Easy to file and find maps, tracings, blue prints to 60".

Patent No. 1610368

MAIL ORDER TODAY

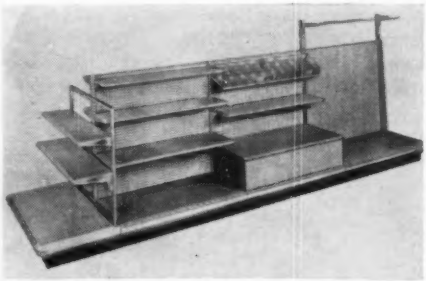
SCOTT-RICE CO. 610 S. Main, Tulsa 19, Okla.

For More Information Circle No. 356

manufacturer, it combines the advantages of urethane foam products with more comfort, stability, and flexibility. Urafoam is odorless, mildew-proof and allergen-free. It has been field tested, and is already being used by several manufacturers of office furniture. Free sample cushion to furniture manufacturers: **Circle No. 110.**

DISPLAY GONDOLAS

Reflector Hardware Corp., Dept. FP-1, 1400 N. 25th Ave., Melrose Park, Ill., offers catalog 3000G-11 describing Spacemaster 3000, a complete line of floor gondolas and wall sections with lock-in bases, furnished in 18", 21", 24", 30", 36", 42", 48" and 60" widths x 30", 48" and 60" lengths. Heavy-duty, all-steel, double slotted uprights are available in 54" and 84" heights. All component parts (bases,

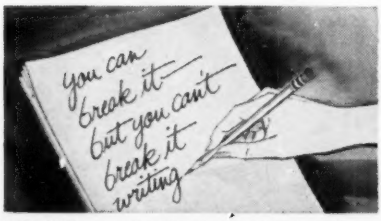


shelving, panels, etc.) are fully interlocking and interchangeable when used in the same modules. Equipment can be assembled by unskilled labor without special tools, screws, bolts or other fastening devices. Component wall hardware can be interchanged on the same size floor gondolas, and vice versa, permitting complete flexibility in fixture arrangements. By starting with a basic unit and ordering modular add-in sections, any desired fixture length can be made. Floor gondola systems are available completely packaged with or without diamond perforated metal shelving and brackets. Wall sections are available only without shelving, permitting retailer to arrange shelving to his requirements. The steel shelving, plain and

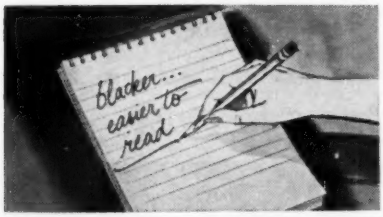
New Venus® 3500 with amazing All-Purpose lead does what no other pencil can!

One look at the evidence shows you that the Venus 3500 not only outperforms other *pencils!* It even does many writing jobs better than ball pens! That's because this remarkable pencil contains an entirely new lead created by Venus research. *This new lead is up to 50% stronger than the lead in other branded office pencils.** Its unique qualities mean you now need *only* the Venus 3500 ALL-PURPOSE for most writing jobs. Order from your stationer today.

* Independent laboratory tests



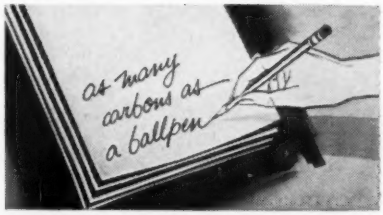
STRONG as a hard-lead pencil. Even heavy writing pressure can't break point. Result: less time lost sharpening, greater economy.



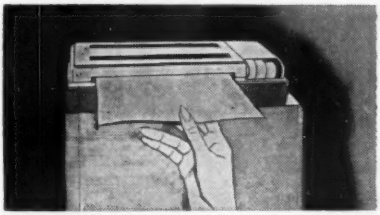
BLACK as a soft-lead pencil. Until now, hard leads write "light." 3500 lead writes black, reads clear; won't smudge, it erases clean.

NEW COMMERCIAL PACK

The new Venus 3500 comes packaged 100 pencils to the box. This means easier storing, easier stock control, increased savings.



CARBON COPIES Extra point-strength enables you to make as many clear carbon copies as any ball point pen without cutting paper.



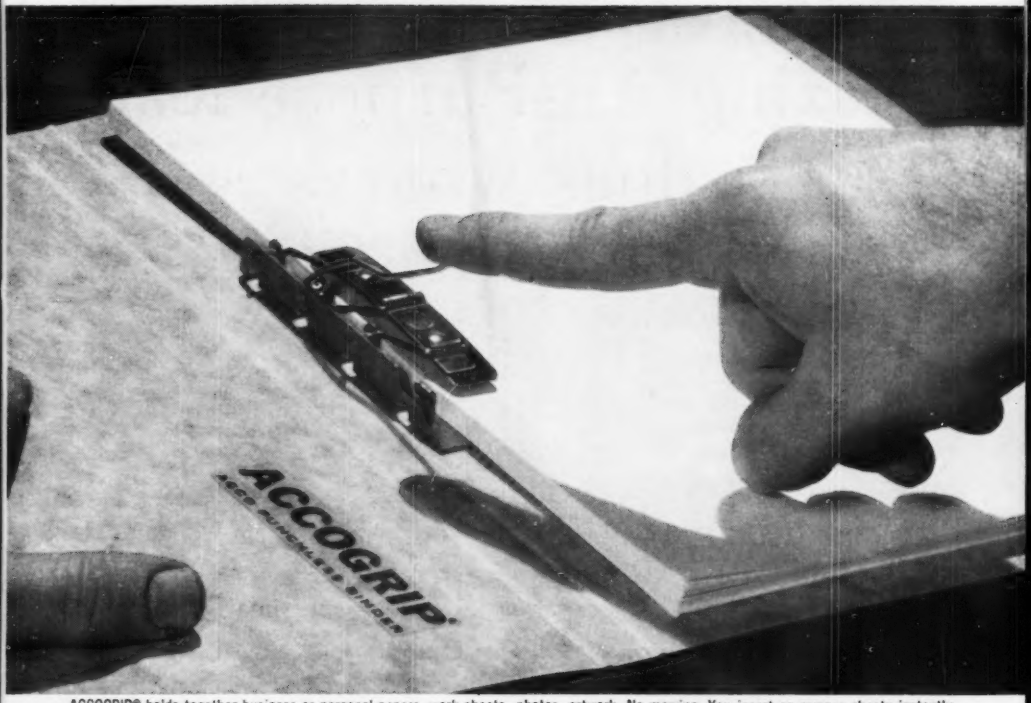
REPRODUCES better in office copying machines than most ball pens with special inks. Comments, etc. reproduce with remarkable clarity.

VENUS 3500

FREE! Ask your stationer for a sample Venus 3500, or write Dept. OF, Venus Pen & Pencil Corporation, Lewisburg, Tenn.

For More Information Circle No. 230

ACCO BINDS PAPERS IN SECONDS



ACCOGRIP® holds together business or personal papers, work sheets, photos, artwork. No marring. You insert or remove sheets instantly.

ONE FINGER DOES IT!

• *press to open* • *press to close*

SURE GRIP. Test it yourself! Accogrip has ½" capacity—yet holds even one sheet securely. Contents stay put until you release spring-action grip.

HOW MANY USES have *you* for Accogrip? Ideal for reports, letters, records, blueprints, catalogs, photos, sheet music. Keeps material *on hand, intact, in order.*

NEW! Revolutionary mechanism. Closed-back design. Genuine pressboard cover—firm, flexible, long-lasting. Red, black, grey, green or blue. Letter or legal size.

50 YEARS of leadership in binder design and filing systems precede Accogrip. Now at office outfitters everywhere. Or write: ACCO PRODUCTS, Division of Natser Corporation; Ogdensburg, N. Y. In Canada: Acco Canadian Co., Ltd., Toronto.

ACCOGRIP®
ACCO PUNCHLESS BINDER

For More Information Circle No. 257

perforated center panels, bases and other components come in standard ivory or gray, or in six decorator colors for a small additional charge. The 44-page catalog lists a complete line of accessories. For a copy, **Circle No. 111.**

FORMS NUMBERING MACHINE

English Numbering Machines Ltd., Queensway, Enfield, Mddx., England, makes the Model 4533 Numbering Machine with steel self-inking wheels and specially engraved figures for numbering all the forms in a set whether they be spot carbonized, carbon interleaved or on NCR paper. Office managers are

invited to submit to English Numbering Machines, Ltd., at the above address, a sample set of the forms they are using, together with details of any special requirements. The standard machine has six wheels and eight actions(repeat, consecutive, duplicate, triplicate, quadruplicate, quintuplicate, sextuplicate and 12 times repeat). The figures can be preceded by the date, or the machine can incorporate particular code references to order. In most cases, dependent on the number of forms and quality of the carbon, a ground-steel backing plate is recommended and supplied by the manufacturers where required. A ma-

fully automatic... yet modestly priced

the Lathem 8800 time recorder

Accurately, time is registered the instant the time card is inserted . . . in two colors and correctly positioned, with IN and OUT separated in two columns. Impossible to overprint. Yet this completely automatic 8800 Time Recorder is priced within the range of typewriters.
Send today for full details.

LATHEM TIME RECORDER COMPANY
88 Third Street, N.W. Atlanta, Ga.

Gentlemen: Without obligation, please send me full information, including prices, on the completely automatic 8800 Time Recorder.
Name_____
Company_____
Street_____
City_____ Zone____ State____

For More Information Circle No. 354

LEADING TEXTILE COMPANY

Announces Development

OF

DISPOSABLE CLOTH TOWELS

YOU ARE INVITED TO TRY ONE OR ALL STYLES

DESIGNED FOR

HAND TOWELS WIPING — POLISHING DUSTING

RSVP FOR SAMPLES & INFORMATION

CHICOPEE MILLS, INC.

47 WORTH ST., N. Y. 13, N. Y.

For More Information Circle No. 343

NEW! All Purpose 14½" PAPER CUTTER

SAFE...ACCURATE...STURDY...EASY TO OPERATE

At a Sensational Price

Only **$139.50** *List*

ANYONE CAN OPERATE the **NEW HOMS M14 All Purpose 14½" Paper Cutter** easily, accurately and in complete safety. Precision engineered, the Model M14 has features matched only in higher priced cutters . . . such as: automatic safety device, heavy duty paper press, full length side guide, full width adjustable back gauge and two permanent rules so that back guide may be set and locked for any paper size required. **See your dealer TODAY!**

WRITE TODAY for BROCHURES Complete INFORMATION, HOMS Office Products, Department O:

DOUGLAS **HOMS** CO., INC.
1314 ROLLINS ROAD
BURLINGAME, CALIFORNIA

For More Information Circle No. 344

chine can also be supplied for numbering hectograph masters when forms are reproduced on spirit duplicators. **For More Information Circle No. 141.**

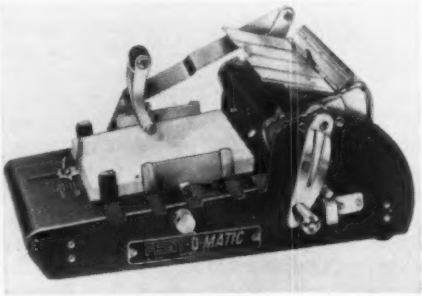
STAMP AFFIXER-SEALER

Stampton Mfg. Corp., Glen Cove Ave., Glen Head, N. Y., offers the Stamp-O-Sealer which stamps and seals outgoing mail. The all-steel unit is lightweight and attractive in gunmetal gray. To seal, envelope flap is slipped into slot, stamp

is brought into position by twist of dial, and plunger is pressed. Easy to operate and maintain, one filling of its water reservoir stamps and seals up to 1500 envelopes and eliminates hand stamping. Priced at $9.95 (plus shipping costs). **For More Information Circle No. 157.**

CARD DUPLICATOR

Print-O-Matic Co., Inc., 724 W. Washington Blvd., Chicago 6, Ill., makes the improved A-2G card-sized duplicator that

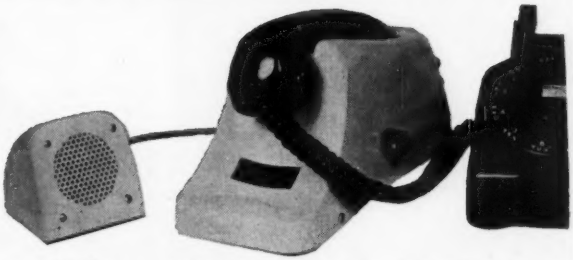


NOW — CARRY ON YOUR PHONE CONVERSATIONS WITH NOTHING AT YOUR EAR OR IN YOUR HAND!

. . . with **VOICECASTER®**

the new miracle TRANSISTOR LOUDSPEAKER for your TELEPHONE only $39.95

plus $1.75 for Battery



Now everyone who uses a telephone can sit back, listen and talk completely relaxed—with both hands free! VOICECASTER is the amazing new transistor two-way loudspeaker that works with ANY standard cradle phone. When phone rings, you just place phone in VOICECASTER. Now you can hear perfectly without holding receiver to your ear—and at the other end of the line your voice is carried loud and clear—even cross country!

No Installation —
No Electrical Connection!

VOICECASTER is completely portable—nothing to install—no electrical connection with the phone. Action is fully automatic—nothing to turn on or off. Volume control adjusts sound at the turn of a knob. Makes phoning a pleasure—you can hold conferences during phone call, take orders and notes, sort papers, refer to files—even 10 feet away from phone! Secretary can jot notes on two-way conversation or record on tape recorder. VOICECASTER makes the perfect business gift—and is ideal for your wife for use while ironing, etc.

VOICECASTER is built to highest standards, featuring a rugged transistor circuitry powered by a battery that lasts more than a year. VOICECASTER is the ONLY loudspeaker system that works on ALL phones—not just one type. Order your personal unit today on this guarantee: if you are not thoroughly delighted with the time- and money-saving features of VOICECASTER, return it in 10 days for refund or credit. One low cost—no continuing rental charge: only $39.95 plus $1.75 for Battery.

NOW IN USE BY:
Du Pont, Westinghouse, Libbey-Owens-Ford, Union Carbide, General Electric, Ford, Wyeth International, U.S. Government, Continental Oil, United Aircraft Corp.

Dealer Inquiries Invited

LEE COMMUNICATIONS, INC.
DEPT. OF, 470 PARK AVE., SOUTH, NEW YORK 16, N. Y.

ORDER BY MAIL—
MONEY-BACK GUARANTEE

LEE COMMUNICATIONS, INC., Dept. OF
470 Park Ave. South, New York 16, N. Y.

Ship ———— VOICECASTERS @ $41.70 each, including Battery in

☐ Black ☐ Gray

☐ Bill me plus postage & handling—$1.50

☐ Check enclosed. Ship postpaid.

My Name .....

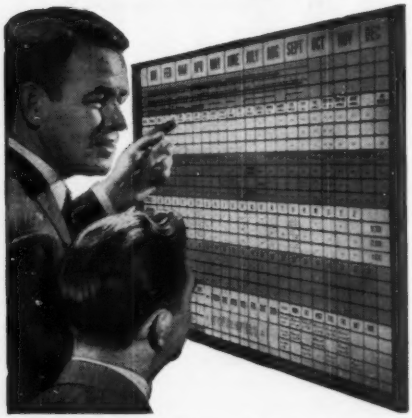
Company .....

Address .....

City .....Zone ....State ....

For More Information Circle No. 231

You Get Things Done With Boardmaster Visual Control



☆ Gives Graphic Picture of Your Operations —Spotlighted by Color
☆ Facts at a glance — Saves Time, Saves Money, Prevents Errors
☆ Simple to operate — Type or Write on Cards, Snap in Grooves
☆ Ideal for Production, Traffic, Inventory, Scheduling, Sales, Etc.
☆ Made of Metal. Compact and Attractive. Over 500,000 in Use

Complete price **$49.50** including cards

FREE 24-PAGE BOOKLET NO. F-100 Without Obligation

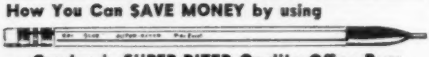
Write for Your Copy Today

GRAPHIC SYSTEMS

Yanceyville, North Carolina

For More Information Circle No. 341

How You Can SAVE MONEY by using



Gardner's SUPER-RITER Quality Office Pens

Money back guarantee. Return at our expense within 10 days after receipt of pens if not entirely satisfactory. Red, Blue, Green, Black ink. Light, slim, comfortable—like a pencil. Real fine point. Praised by Accountants, Auditors, Bookkeepers, Stenographers—for fine writing—ledger sheets, Visible card records, Charts. Retail 39c each. Your NET Cost:

1 dozen	$3.25 per dozen
3 dozen	3.10 per dozen
6 dozen up	3.00 per dozen

Ink colors may be assorted to obtain better rate. We pay postage anywhere in USA. Order in quantity and save. You can't lose.

GARDNER STAMP COMPANY

166 South Washington St., Wilkes-Barre, Pennsylvania

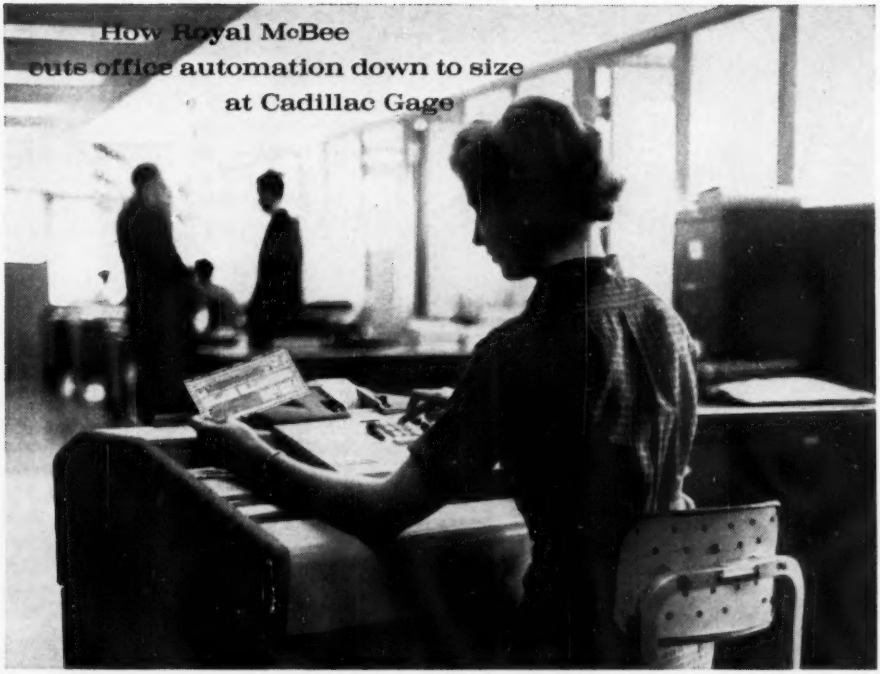
For More Information Circle No. 342

retains the economy, durability and workmanship of previous models with added features. The feeding arm prevents lint formation. Automatic push and roll feeding can handle stock as thin as tissue or as thick as cardboard, up to 4" by 6". Runs of over 2000 copies can be completed in less than an hour. Table-top operation is convenient because duplicator measures only 6" high, 13" long and weighs only 5 lbs. Retails for $19.95 plus tax, complete with cover and kit of card-size stencils, Plasti-Pakt ink, stylus, ink brush and writing plate. **For More Information Circle No. 127.**

PLASTIC ADHESIVE

Delkote, Inc., Box 1335, Wilmington 99, Dela., says that mounting, holding, anchoring or posting tasks are easier with Delkote Solid Tak which sticks indefinitely to any clean, dry surface; yet can be removed in seconds and reused as often as desired. It will hold objects weighing 1

lb. to vertical surfaces. After use, it rolls away neatly without tearing paper or leaving gummy residue or unsightly holes. It holds equally well to paper, masonry, plaster, painted surfaces, wood, metal, ceramics and glass—but doesn't stick to the fingers. Since it is unaffected by water or temperature variations, it can be used indoors or out in any kind of weather. Besides mounting pictures or posting signs on walls and windows, Solid Tak anchors



Cadillac Gage gets tight production and labor control...reduces clerical costs by 30% with easy-to-use Automatic Keysort

Need: fast, accurate management reports for controlling production of ultra-precision units—and a 226-man work force.

Company: Cadillac Gage, leading manufacturer of electric-hydraulic servo valve assemblies for missiles and aircraft.

Solution: the easy-to-use, low-cost machines and punched cards of Automatic Keysort Data Processing.

Method: Keysort punched cards, mechanically code-notched with required information for rapid sorting, are created as original documents for 1) material planning, 2) job-routing and 3) labor distribution. Upon completion of each job, the accounting department automatically processes the collected information with the Keysort Tabulating Punch—internally coding the cards with actual and estimated time of job. This unique machine then automatically produces a tabulation of variance in work time by work center and order number.

Result: with the comprehensive, on-time reports made possible by Automatic Keysort, Cadillac Gage is now able to pinpoint any job in the plant . . . can determine the cost of labor and the total time spent on each job by department and individual clock number. Knowing where they stand, management can act *at once* to correct a profit-losing situation. Best of all, it's done without specialized personnel. Without restrictive procedures. And at remarkably low cost.

For a detailed report on Automatic Keysort Data Processing at Cadillac Gage, call your nearby Royal McBee Data Processing Representative, or write Royal McBee Corporation, Data Processing Division, Port Chester, New York for Case History 977.

ROYAL McBEE · *data processing division*

NEW CONCEPTS IN PRACTICAL OFFICE AUTOMATION

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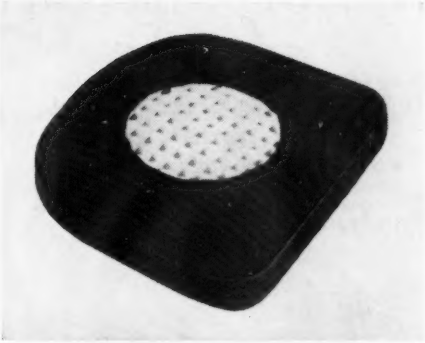
For More Information Circle No. 263

business machines, glass desktops or desk pads and keeps open bottles of ink and the like from being upset. Packed in a clear plastic box which contains two 3¼" x 2¼" x ¼" blocks of the material and complete instructions for 89c. **For More Information Circle No. 112.**

CHAIR CUSHIONS

Chicago Desk Pad Co., 4640 N. Oketo, Chicago 31, Ill., offers three new lines of chair cushions individually packed in imprinted poly bags in 17" x 18", 15" x 17" and 14½" x 15" sizes. The open bottom Executive Line 880 series are covered in Claremont fabric in either brown or green and retail from $8 to $9 depending on cushion size. The Budget Chaireeze 555 series has a rattan top with corduroy sides and bottom, in brown, green or red and a 2" poly foam cushion. They retail from $4.95 to $5.95 depending on size. The Budget Chaireeze 255 series is a reversible knife-edge chair cushion with rattan on one side and corduroy on the reverse side,



in brown, green and red, from $2.85 to $3.50 depending on size. **For More Information Circle No. 164.**

COMPASS

C-Thru Ruler Co., 827 Windsor St., Hartford, Conn., introduces a compass designed to serve both general and professional use. Arc calibrations are accurate and clear, and arc pointer selects

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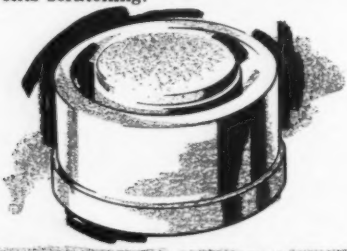

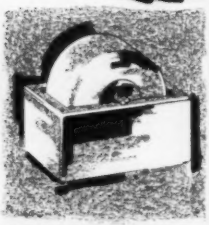

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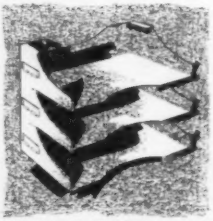
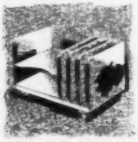
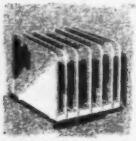


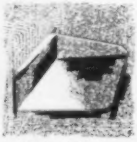
"Build Up" Horizontal Desk Tray. In letter and legal sizes; colors.



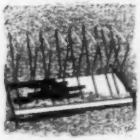
Flexible Steel Kleradesk — Model D



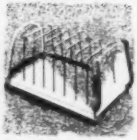
Flexible Steel Kleradesk — Model 6V



File-A-Sist Speeds Filing



Adapto-Rack Sectional Organizer



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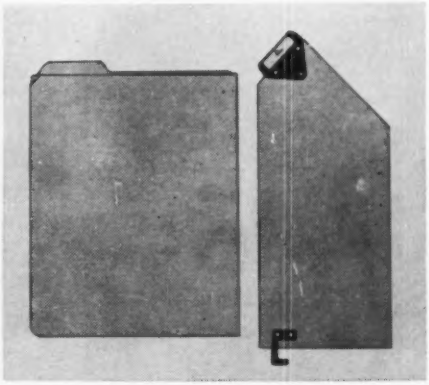
For More Information Circle No. 375

and sets radii up to 6". Even when fully extended the compass point engages paper or board and will not enlarge the hole. Screw assembly permits compass adjust-

ments when needed. Attractive, phosphorescent Day-Glo counter display is furnished with each order. **For More Information Circle No. 120.**

SHELF FILE FOLDERS & GUIDES

Amberg File & Index Co., Kankakee, Ill., offers side-tabbed folders and side-tabbed guides. The heavyweight manila



folders are stocked with full cut tabs 8" wide with rounded corners ready for tabbing in any desired position. The 25-pt. gray pressboard guides have a double-win-

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For More Information Circle No. 401

dow, black metal tab at an easy-to-read 45° angle. The tab can be used with standard alphabetical and numerical inserts. Guides are available with or without metal hooks, which can be positioned on the back of the guide to fit any shelf design. **For More Information Circle No. 113.**

LETTERING TEMPLETS

Letterguide Co., 2709 O St., Lincoln, Nebr., offers two additions to its templet line for precision hand lettering. First is a series of 92 templets which extends the range of letter sizes from 3/16″ to 3/4″ in all their 40 alphabets. By using the adjustable Letterguide Scriber it is possible to produce lettering from ⅛″ to 1″ in the 40 alphabets. Lettering up to 2″ can be produced in several of the alpha-

bets. Second addition is Fine Groove engraving in the smaller templet sizes where greater precision and sharpness is desired. This, at no increase in price is available in all 3/16″, 4/16″ and 6/16″ templets for near-perfect accuracy and sharpness. Cleaner linework in all curves, corners and angles is also assured with these engraved templets. Among the many variations possible with each templet are outline letters, solids, reverses and shadows. Letterguide's lettering may be reproduced on offset plates, wax stencils, transparent overlays or any smooth surface paper. The adjustable Scriber sells for $9.50. Templet prices range from $5.50 to $16.00 in the regular sizes. **For More Information Circle No. 205.**

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For More Information Circle No. 267

TELEPHONE AMPLIFIER

North American Industries, Inc., 156 Fifth Ave., New York 10, N. Y., has developed a transistorized, battery operated telephone speaker that enables transforming a phone into a no-hands intercom.

Simply cradle the receiver in Fone-Master, then listen or speak from anywhere in the room. The incoming call is amplified and heard by anyone within 30 to 40 ft. of the phone. Manufacturer says it's ideal for telephone conferences, and can save money on long distance calls. Made of shock-resistent polystyrene, Fone-Master requires no installation. It is completely portable. Simply place on desk or table and it is ready to use—no wires or plugs. Costs only pennies a month to operate. Battery is good for 1000 hours of continuous use. Fully warranted by manufacturer. Price $39.95 postpaid. **For More Information Circle No. 200.**

TELEPHONE MESSAGE FORMS

Cromwell Printery, Inc., Church at Bleecker, Albany 1, N. Y., announces a Telephone Message Book that enables user to keep a permanent record of incoming phone calls. Plastic spiral binding with imitation leatherette cover contains 400 perforated message forms that tear out easily. Carbon copies of messages are recorded on unperforated full sheet duplicates that remain filed in the binder. There are four 7-¼" x 2-11/16" forms to a page with ample supply of carbon paper. Imprinting and numbering on re-

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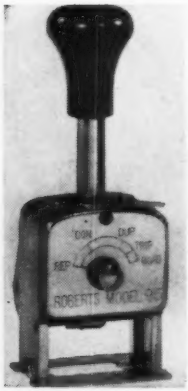

Model 95. You have a choice of five movements — consecutive, duplicate, triplicate, quadruplicate and repeat, controlled by a locking dial. Smooth balanced action, 6 to 11 wheels, rugged and flexible. One of a full line of famous Roberts numbering machines.

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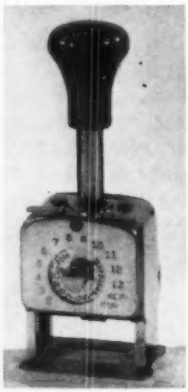

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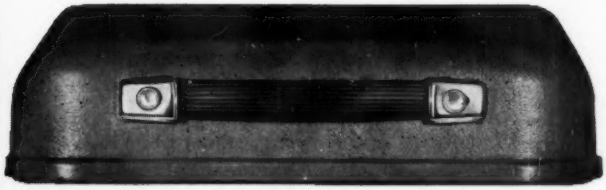

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For More Information Circle No. 383

quest. Similar books are available for memos and receipts. A complete business forms catalog gives information and prices

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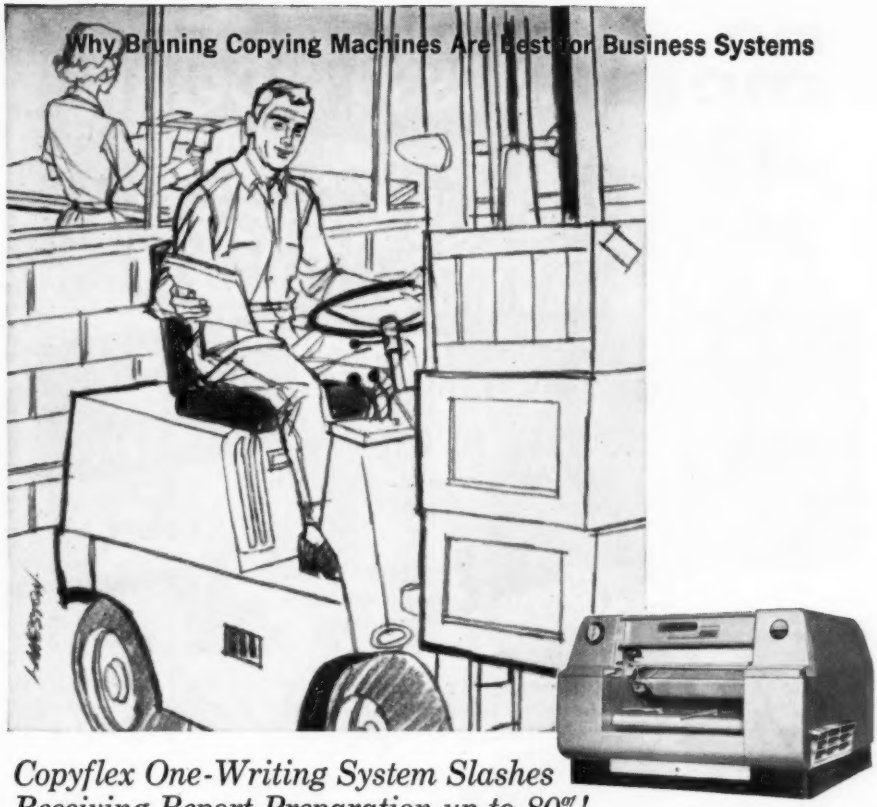
Columbia-Hallowell Div., Standard Pressed Steel Co., Jenkintown 88, Pa.,

makes the Ballerina secretary posture chair designed so that casters cannot come loose. The design also improves the appearance of



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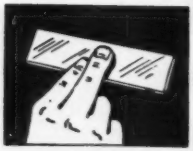

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- storage shelves
- display units
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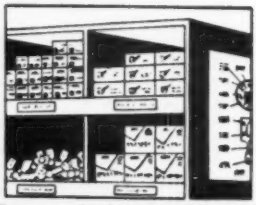

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West Coast Distributor: Arch K. Ansty, 171 2nd St., San Francisco 5 • Canadian Distributor: The Luckett Loose Leaf, Limited, Toronto 14, Ontario

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For More Information Circle No. 269

the legs and makes it easier to clean beneath the chair without pulling it out from the desk during sweeping. The accentuated taper of the legs gives the chair a graceful appearance. **For More Information Circle No. 140.**

FORMS & GRAPH RULER

Calmart International, Dept. S-9, 429 S. Western Ave., Los Angeles 5, Calif., offers the Par-A-Glide ruler for drawing evenly spaced horizontal and vertical lines on forms, charts, graphs, etc. It can be used to measure distances in both directions, crosshatch, erect perpendicular lines, draw circles, etc., accurately to 1/32". This drafting instrument is precision made in West Germany and retails for $3.95 postpaid. **For More Information Circle No. 203.**

WASTEPAPER BALER

Vernon Tool Co., 1101 Meridan Ave., Alhambra, Calif., makes a circular wastepaper baler that takes only 24" square floorspace. This E-Z Baler is said to be capable of compressing 8 bbls. of paper into one. Operation is simple. The lid is swung to one side to open top of container. Wastepaper is thrown in and lid swung closed. A crank handle with rugged sprocket gears is then turned, forcing lid down through container and pressing trash tight to bottom of baler. A ratchet handle is attached for exerting extra pressure up to 4000 lbs. When ready for removal, wire is inserted in slots at top and bottom for making handy size bales. **For More Information Circle No. 119.**

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For More Information Circle No. 405

DATING STAMPS

Gardner Rubber Stamp Co., 166 S. Washington St., Wilkes-Barre, Pa. an-

nounces two 30-year self-inking daters constructed from solid steel to deliver 30 years of trouble-free service. Each date locks securely in place so the month, day and year are always in alignment. They cannot slip or move out of line. The MD-2, larger of the two daters, comes with an automatic push-button date changer. Black ink supplied with each dater. The MD-1 is $4.50 and the MD-2 only $7.50 f.o.b. above with money-back guarantee. **For More Information Circle No. 185.**

CORRECTION

In the description of the Victor Class 100 analysis system of Victor Adding Machine Co. on page 196 of the April issue of THE OFFICE, it was stated that "paper tape is scanned at 1000 digits per second." Actually it is punched tape that is scanned, and totals printed on the Digi-Matic's paper tape. For more information about this system which automatically analyzes data for medium-sized firms, **Circle No. 178.**

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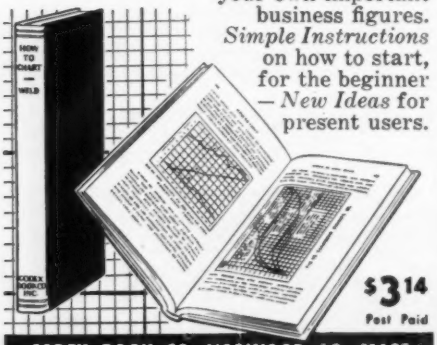
This book will show you how graphic curves can give you quicker, easier understanding of your own important business figures. *Simple Instructions* on how to start, for the beginner — *New Ideas* for present users.



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For More Information Circle No. 373

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Stevenson & Smith, leading business forms manufacturers and business systems creators, are represented, coast to coast, by outstanding Business Forms dealers and systems analysts.

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Lackawanna Place
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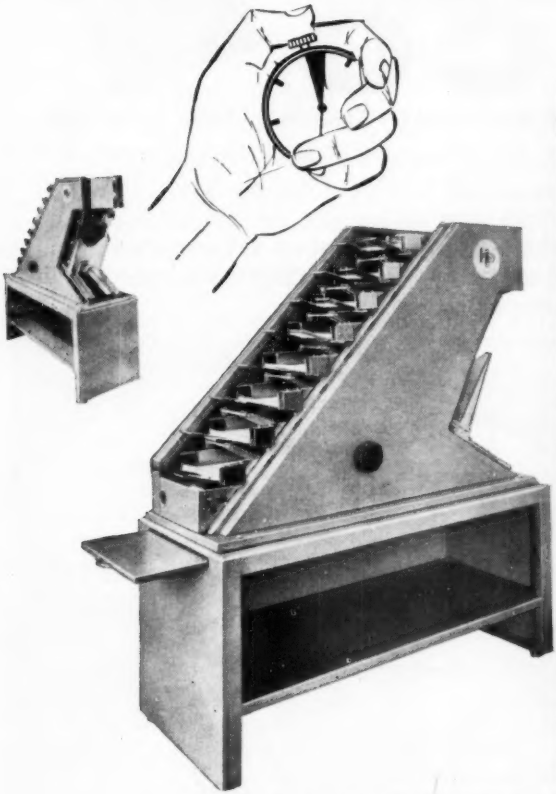
For More Information Circle No. 374

NEW OFFICE MACHINE GATHERS 8 SHEETS PER SECOND!



HALVERSON

high speed / all electric / fully automatic

COLLATOR

collates
480 sheets per minute

produces
2300 8-sheet sets per hour
loading time included

delivers
alternated sets, jogged criss-crossed and stacked in delivery tray

Eliminates "arm fatigue" completely

No more sore arms or aching muscles—only actual work involved is loading the feed trays. The "Escalator System" completes the job—quietly, automatically.

Labor and money saving

Automatically replaces boring, tedious costly hand work. Ends diversion of highly paid office help from their regular jobs . . . avoids overtime and expense of extra temporary workers.

Saves valuable floor space

Complete Collating system in floor space of only 48" x 20".

Manufactured by

HALVERSON Products Company, Inc.

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SEE your duplicating equipment supplier. ***WRITE*** today for complete information.

DEALERS,—some cities still open for representation.

For More Information Circle No. 255

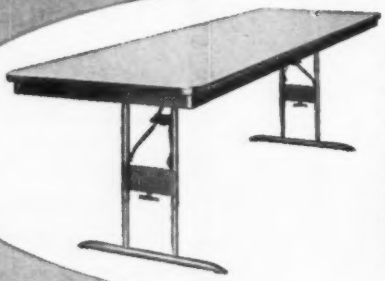
Save folding money!

SPECIFY

VIRCO

AMERICA'S FINEST FOLDING CHAIRS AND TABLES

You save on the original price, and you save on replacement—because VIRCO folding chairs and tables are built for years of rugged service... priced to meet any budget. Folding chairs and tables may **look** alike, but when you compare them point-by-point—for advanced design, structural use of Vircoloy steel (up to 20% stronger), and beauty—you'll find VIRCO furniture ahead of the field in **value** and lasting **satisfaction.**



VIRCO-MATIC Series of Cafeteria and All-Purpose Folding Tables adjust easily to any height from 21" to 31"—in one-inch increments. Heavy gauge tubular steel legs and non-glare linen pattern Vircolite plastic tops banded with aluminum.

VIRCO #127 ALL-METAL FOLDING CHAIR

Tubular steel construction with three fusion-welded braces. Tubular steel reinforcement in front legs at seat pivot point, also under forward edge of seat. Metal capped legs with durable rubber crutch tips.

Four VIRCO folding chairs support 4,056-pound Ford Station Wagon

FREE! New catalogue showing VIRCO's complete line of church and institutional folding chairs and tables. Write today to:

VIRCO MFG. CORPORATION

Dept. O-6, P.O. Box 44846, Station H.
Los Angeles, California

For More Information Circle No. 298

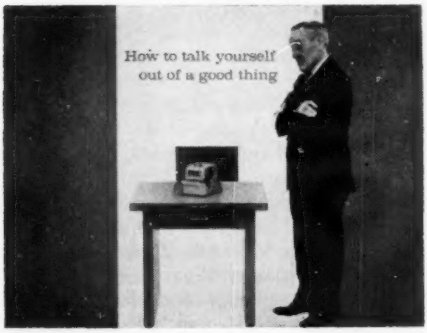
Literature from the Manufacturers

COMPUTER SYSTEM

Bendix Computer Div., 5630 Arbor Vitae St., Los Angeles 45, Calif., offers an illustrated bulletin describing the application of a computer system as related to accounting procedures. It shows how a low-cost computing system can effectively prepare invoices and up-date accounts. The literature points out how varying combinations of equipment can meet the needs of individual organizations. For a copy, **Circle No. 176.**

METERED MAIL

Pitney-Bowes, Inc., Stamford, Conn., violates an advertising adage, "Never be negative," in a booklet, "How to Talk Yourself Out of a Good Thing." One by one, every major reason for not acquiring a postage meter mailing machine is boldly



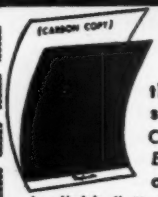
stated by a fictitious prospect. While some might feel that this was putting sales-resisting arguments into the mouths (and minds) of prospects, Pitney-Bowes' marketing experts reasoned that most prospects still unsold were remaining unsold largely because of one or more of these negatives. They resolved that endless repetition of all positive arguments for using Pitney-Bowes equipment and the metered mail system had not yet, and might never, dislodge all the negative opinions. Solution: enumerate and eliminate the negatives. For the booklet, **Circle No. 168.**

MIMEOGRAPHING

A. B. Dick Co., Dept. 76R, 5700 West Touhy Ave., Chicago 48, Ill., offers two booklets showing the operating techniques that will help to achieve the print-like copy quality and variety of illustration

that are possible with modern mimeographing. "Techniques of Mimeographing" is a 60-page basic handbook with sections for the duplicator operator, typist and artist. It tells how to prepare and run stencils to eliminate waste, and which stencils to use to obtain a wide range of illustrative material. Also outlined are maintenance tips to assure maximum operating efficiency, suggestions for the selection of impression papers, the use of fast-drying fluid inks, paste or color inks. Graphic and schematic illustrations picture various preparation and operating techniques. "Mimeograph Supplies Selector" is a colorful 16-page booklet that tells how to put life into modern mimeograph-

Blue Chip BUSINESS FORMS



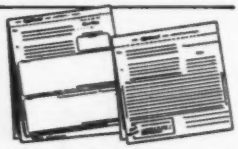
Duplisette

the READY-MADE second sheet and carbon set CLEANEST - FASTEST - MOST ECONOMICAL method to obtain carbon copies!

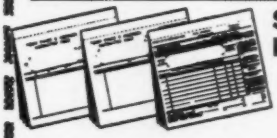
Available (letter size)—white and 5 colors

ONE-WAY SPEED MESSAGE 2-part

TWO-WAY SPEED REPLY 3-part



Carbon-interleaved TIME and EXPENSE-SAVING substitutes for needless, costly letter writing! Expedites instructions and compels immediate replies. Can be imprinted at nominal cost.

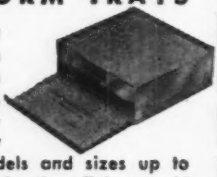


STOCK FORMS

Invoices
Purchase Orders
Bills of Lading

Carbon-interleaved 3 or 4-part sets. Inexpensive, basic business forms at less than custom-made prices! Recommended for modest quantity users. Can be imprinted at nominal cost.

STOCK FORM TRAYS



Neat - efficient lightweight holders for forms — with drawer for copies. Model CT-87 (2-compartment) only $4.50! Other models and sizes up to $7.40 — A MUST for the efficient desk!

FREE SAMPLES of all forms and catalog showing complete line on request

CARTERET PRINTING COMPANY
Manufacturers of Business Forms
480 CANAL STREET · NEW YORK 13, N. Y.
WOrth 6-1454

For More Information Circle No. 369

ing through proper selection of supplies. Detailed descriptions are given of a complete line of mimeograph materials and their use. The book is fully illustrated in color. For both books, send 25c to cover postage and handling.

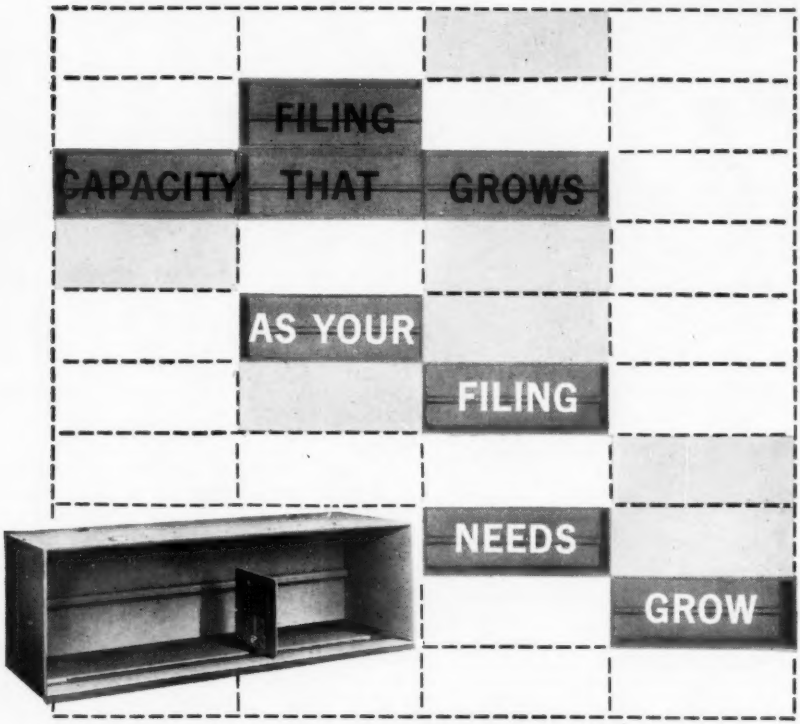
ELECTRONIC DATA SYSTEM

General Electric Co., Computer Dept., Deer Valley Park, Phoenix Ariz., has prepared an informative booklet in color on the versatile GE 210 Data Processing System which incorporates the best features of existing GE data systems. In addition to the fully integrated general purpose computer, there is provision for input via magnetic ink characters, magnetic tape, typewriter punched cards and punched tape. The document handler accepts magnetically coded forms of varying size, quality and degree of mutilation, one at a time; reads the characters on each document and sorts them. Output can be in any of above media including magnetic ink character printing. Booklet covers equipment speeds and other facts. For a copy, **Circle No. 188.**

DUPLICATING SUPPLIES

American Stencil Mfg. Co., 2714 Walnut St., Denver 5, Colo., lists over 500 individual items of duplicating supplies and materials in a 8½" x 11", two-color catalog just issued. Labeled "America's most complete catalog of duplicating supplies," the red-and-blue book contains 72 pages of information, pictures, descriptions and prices of American Stencil's entire line of Sure-Rite duplicating products. Products range from typewriter ribbons and carbon paper to offset plates, ballpens and ribbons for electronic systems machines. Also included is detailed information on how to use the various products. So complete is the information contained in the new catalog that several business colleges throughout the country have requested copies for use as supplementary instruction manuals in their courses on duplicating processes and procedures. For a copy of Catalog 460, **Circle No. 125.**

DIEBOLD ADD-A-SHELF OPEN SHELF FILING



• Diebold modular design permits expansion of your filing capacity as your needs increase . . . simply by adding Add-A-Shelf units. • Units lock together top-to-bottom, side-to-side, back-to-back! • No tools or additional materials needed. • Add-A-Shelf turns wasted space into storage space . . . can be erected in hallways . . . above doorways . . . used as room dividers.

DIEBOLD
INCORPORATED

DIO-1147

Send coupon for detailed information.
Diebold, Incorporated Dept. OE-124
Canton 2, Ohio

Gentlemen: Please send details on Diebold Add-A-Shelf open shelf filing units.

Name _____
Company _____
Address _____
City _____ Zone____ State_____

For More Information Circle No. 294

SWIFT

presents the most remarkable adding machine ever designed!

unistroke

It is the world's lightest (6½ lbs.) and the most inexpensive (99.50) adding machine with nine column capacity, two-color printing and visible adding dials.

Once you have used the truly portable Swift Adding Machine in your office, store, home, or travelling —you will never be satisfied with any other!

ADDITIONAL OUTSTANDING FEATURES

No extra stroke required for totals or sub-totals; non-print lever for calculating—large size pica type for readability—short stroke handle for fast (150 OPM), easy operation.

only $99.50 plus tax

At better Office Machine Dealers everywhere or write for information TODAY.

SWIFT BUSINESS MACHINES CORPORATION
GREAT BARRINGTON, MASSACHUSETTS

For More Information Circle No. 270

MODULAR FURNITURE

Royal Metal Mfg. Co., 1 Park Ave., New York 16, N. Y., tells how to utilize space engineering in office planning to provide higher return on administrative overhead costs in a brochure-folder, "The Right Way to Office Planning." The color illustrated brochure details methods for achieving increased workflow efficiency, and frequently extra space within current floor area, through use of modular furniture components and free-standing partitions for departmental and individual work needs. Illustrating this are typical office installations, from single work stations of receptionist or executive to an entire office, with modular steel L and U desks and Partition-ettes by Royal's Arnot Furniture Div. According to the company, the reduction of work interruptions, improved work area efficiency and improved individual morale provided makes the equipment a self-liquidating and a profit-producing investment. For a copy, **Circle No. 174.**

RING BINDERS

C. E. Sheppard Div., Yawman & Erbe Mfg. Co., Inc., 4401 21st St., Long Island City 1, N. Y., offers a catalog of

Cesco ring binders. It describes, illustrates and prices vinyl ring binders, No. 1 grade ring binders and memo books, economy binders and books, visible ring bind-

ELIMINATE DAMPENER RECOVERING FOREVER

with the PERFEX SYSTEM of DISPOSABLE DAMPENERS

for the Davidson 221,241,251 - ATF 15 - Photostat - Whitin Multilith 1250 W (11 x 18) — 1250

in one minute you can...

put on a new cover dampener roller with no handling ■ have clean dampeners on your press ■ eliminate handling of dirty covers ■ change dampeners for color changes ■ no special skill required ■ runs in same manner as present roller

ALL THIS AT LESS THAN THE COST OF SENDING OUT YOUR DAMPENERS FOR RECOVERING

send for brochure and name of local dealer

ROLL-O-GRAPHIC CORP.
133 PRINCE STREET, NEW YORK 12, N. Y.

For More Information Circle No. 371

FIRST | IN QUALITY
IN PERFORMANCE
ATLAS
VERTICAL FILING SYSTEMS

- FAST
- EFFICIENT
- ECONOMICAL
- SAFE

FOR
NEGATIVES • OFFSET PLATES
STENCILS • SKETCHES • ARTWORK
MASTERS • X-RAYS

ATLAS HANGERS AND CABINETS

Only Atlas manufactures a complete line of cabinets and hangers in 11½", 14", 18", 22", and 24" widths.

DNP Hangers (illustrated)—for offset plates and negatives
SH Hangers—for serrated edge offset plates
PH Hangers—for pinhole edge offset plates
PSC Hangers—for straight edge plates, negatives, stencils
DSH Hangers—for standard stencils
DGR Hangers—for foreign heading stencils
File-Grip (TM) Hangers—for large offset plates, blueprints, maps, etc.

Write For Complete Literature

ATLAS STENCIL FILES CORP.
16716 Westfield Avenue, Cleveland 10, Ohio

For More Information Circle No. 392

ers and indexes. Informative charts are also a part of the catalog. For Section F, Ring Binders, **Circle No. 169.**

MODULAR STEEL FURNITURE

Bentson Mfg. Co., 653 Highland Ave., Aurora, Ill., describes modular steel furniture, with the ability to be assembled or disassembled on the spot, in full color in an eight-page brochure. Included are modular groupings for private offices, secretarial stations, and space-saving multiple arrangements for general offices. Also

shown in color is Bentson's fan-top conference desk, matching credenza and bookcase. The back cover is devoted to a general office display of standard desks and typing stations. Throughout the brochure, office layouts are pictured. Bentson has also issued a revised 72-page general catalog of its complete line of quality steel office equipment which may be seen at leading dealers. For the brochure, **Circle No. 173.**

PHOTOCOPY PAPERS

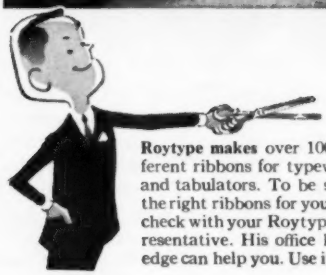
Ampto, Inc., Newton, N. J., has issued a six-page gatefold brochure describing and listing applications and prices for the company's diffusion transfer photocopy papers and films. Called Bulletin 200, it includes descriptions and prices for over 20 different types of papers and films, and the variety of uses for each type. Also

It's a snap to use Roytype's carbon sets

They're quick. They're efficient. Roytype carbon sets come in single sets or handy pads. To use them, you just take as many pages as you want copies and put a first sheet in front. There's no fussing with carbons and hard-to-handle paper. You save time and trouble; worth far more than Roytype® carbon sets cost.

Roytype carbon sets can be imprinted with your letterhead, with the word "copy," or with a special design. Black and red are standard colors, but there are others at a slight extra charge. They're available in all sizes, including legal (these have red marginal rules), and in all weights of paper.

Call your Roytype Representative today for complete information.



Roytype makes over 1000 different ribbons for typewriters and tabulators. To be sure of the right ribbons for your jobs, check with your Roytype Representative. His office knowledge can help you. Use it soon!

MAIL COUPON WITH YOUR LETTERHEAD

MR. ROY TYPE c/o Royal McBee Corporation, Department F, Port Chester, New York

Send a Roytype Representative who will explain your money saving coupon purchase plan.

Your Name_____

Firm Name_____

Street Address_____

City_____ **Zone**____ **State**_____

For More Information Circle No. 370

Save Those Beautiful Eyes

RITE-LINE COPYHOLDER

- SAVES EYESTRAIN
- PROMOTES ACCURACY
- INCREASES PRODUCTION
- TAKES COPY UP TO 20"
- HOLDS NOTEBOOK
- FITS IN DESK DRAWER
- LINE MAGNIFIER EXTRA

Send for FREE Booklet describing RITE-LINE COPYHOLDER

RITE-LINE CORPORATION
4209 39th St., N. W., Washington 16, D. C.

For More Information Circle No. 378

SNAPPY-TAB STOCK IMPRINTS

HEADING 1⅓" and 3"
and **FULL BODY** STOCK IMPRINTS
LITHO QUALITY

3-4 WEEK DELIVERY

IMPRINTING I. EZ STOCK

ALSO AVAILABLE

BRIGHT WHITE REGISTER BOND

CHECK WITH US NOW FOR TOPS
IN IMPRINTING & CUSTOM
FORMS PRINTING

NATIONAL LITHO FORMS CO.
18423 EUCLID AVE., CLEVELAND 12, OHIO

For More Information Circle No. 379

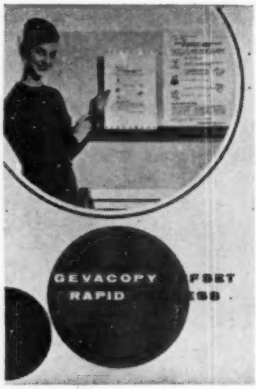
briefly described are two of the most popular Ampto photocopiers, the Ampto Nine for general office copying, and the Ampto 14 for the larger offices or engineering departments. For the brochure, **Circle No. 175.**

STENCIL DUPLICATOR

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., offers a four-page color folder describing the Model 434 electric mimeograph. It details operating features and advantages of the machine and outlines the regular supplies and mimeograph extras available. A. B. Dick mimeograph products are for use with all makes of suitable stencil duplicating products, according to the manufacturer. For the literature, **Circle No. 194.**

OFFSET PLATEMAKING

Gevaert Co. of America, Inc., 321 West 54th St., New York 19, N. Y., has released a booklet outlining how to make aluminum offset plates in one or two minutes. It contains 20 pages and illustrates



the Gevacopy Offset Rapid process along with equipment and materials required. The technique of producing inexpensive aluminum offset plates is completely described. There is also information to enable the user to produce both reduced and enlarged top-quality plates in less than two minutes. The booklet covers processing of the plate, treatment of plate

on press, and describes retouching and correcting the plate image. The back of the book contains a complete trouble-shooting chart outlining plate defects; their probable causes and prevention. For a free copy, **Circle No. 172.**

PAPER CUTTERS

Challenge Machinery Co., Grand Haven, Mich., offers a helpful eight-page booklet on Challenge Power Cutters in 19⅜" through 30½" sizes, the sizes most used by small and medium-sized printers, private plants, school shops and duplicating departments. Booklet includes suggestions on how the equipment can be used in paper cutting operations to save time and boost production, complete descriptive information on the various models, information on operating features and handy accessories. For a copy of F-638, **Circle No. 170.**

NEW IDEA

TO QUIET OFFICE MACHINES

No other "Acoustinet Method" provides the quietness that office personnel desire, as well as the right degree of excellent lighting, for such an attractive price. Killing noise at its source before it has a chance to disseminate its harmful effects on office personnel makes sense.

With the introduction of Acoustinets, it becomes wrong and costly to locate business machines in separate rooms. Now, electrically operated business machines can be returned to the source of media where operators can produce more effectively in relation to other office procedures. Gates Acoustinets provide an office within an office thus assuring privacy for records as well as desired concentration on media. Results guaranteed.

Give make—model and measurements of machine.

GATES ACOUSTINET inc

706 GATES BLDG. SHERIDAN DRIVE
TONAWANDA, N. Y.

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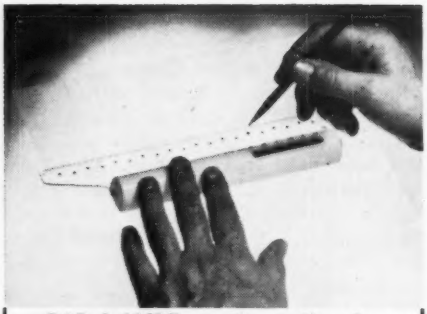

PAR-A-GLIDE • the roll ruler

the faster way to draw lines!

- Ruling of columnar paper, graphs, charts, lettering guide lines & double lines for figure totals.
- Rapid & accurate cross hatching.
- Field sketching for engineers & artists.
- Ad layout.
- Typists guide for copying printed matter.
- Comparison of printed matter line by line.
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Greatest Invention Since The T-Square

CALMART INTERNATIONAL
DEPT. S-9, 429 SOUTH WESTERN AVE.
LOS ANGELES 5, CALIF.

For More Information Circle No. 460

YOU BE THE JUDGE

of what makes columnar analysis paper best for YOUR needs. Write today for your FREE pad of any 8½ x 11 or 8½ x 14 form, and judge it on its merit.

Kraftbilt® forms are low in cost . . . and copyable on all office machines.

JUST ASK FOR IT!

1 PAD { Any number columns. Color: White, ivory or green tint. Size: 8½x11 or 8½x14

ROSS-MARTIN COMPANY
Dept. CP-2-A, P. O. Box 800
TULSA, OKLAHOMA

For More Information Circle No. 459

GENERAL PURPOSE FILE

Ramsey Co., 116 South 7th St., Philadelphia 6, Pa., has published a bulletin—TFJ-160—on its Tract-A-File Jr. filing unit for general use. This shelving unit is designed for hanging folders. Catalogs, phone directories and procedures manuals can be given neat, convenient storage at points of use. Data processing and standard files, financial reports, etc., can be kept handy, yet out of the way. Unit is designed to be stacked anywhere and comes equipped for two-way filing system to handle a wide variety of material from folders to binders of all types. Constructed of highest quality furniture steel with gray baked enamel finish, interior is 18½″ wide, 12½″ high, 12¼″ deep; outer sizes 20″ x 14¼″ x 12¾″. For the bulletin, **Circle No. 216.**

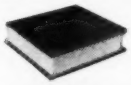
SIGNAL MANUAL

Sperti Faraday, Inc., Adrian, Mich., offers an 88-page manual describing air and electric signal systems and listing specifications of horns, bells, buzzers, chimes and sirens. Included in the book are sections on gravity drop and lamp type annunciators and accessory equipment, such as door openers and clocks. Selection of the proper type of signal for various background noise levels and work areas (for signaling without irritating people) is illustrated by charts and diagrams. For this manual, **Circle No. 177.**

"But, Dear, I do have a private office."

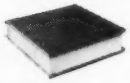
SPECIAL INTRODUCTORY OFFER

# of NBB BINDERS FOR Marginal Punched Forms



1 CABLE-POST BINDER

PLUS



1 CABLE-POST JR.
Disposable Storage Binder

$6.10 VALUE
Based on most popular sizes

BOTH FOR ONLY

$4.00
FOR LIMITED TIME ONLY*

EXCLUSIVE FEATURE — CHANGE THE COVERS INSTEAD OF THE SHEETS when transferring current records from Cable-Post to Cable-Post Jr. storage binder. The interchangeable posts do not have to be removed from the sheets.

CABLE-POST BINDER
for Current Records

The No. 1 choice for an efficient long-lived binder with vinyl covers, label holder, slide locking mechanism, up to seven inch capacity.

CABLE-POST JR.
Disposable Storage Binder

Low cost, highly efficient storage binder with grey pressboard covers and new type holding clips.

. . . Same mechanism top and bottom on each binder . . . permits loading at top, unloading at bottom.

. . . Nylon coated, flexible cable posts will not break.

. . . Open flat for marginal reading.

NATIONAL BLANK BOOK COMPANY
Dept. 806 **Holyoke, Massachusetts**

Please send me your introductory offer: 1 Cable-Post Binder and 1 Cable-Post Jr. for $4.00.
Sample is attached or my sheet size is:.....
My forms are (check one): bursted ☐ unbursted ☐

Name.....

Company.....

Street.....

City.....Zone.....State.....

My office supply dealer is.....
*This offer expires January 1, 1961.

For More Information Circle No. 333

Cincinnati
CLIPPER

for PAYROLL
or JOB-COST
TIME RECORDING

- **FULLY AUTOMATIC**
- **DIRECT SUBTRACTION**
  for fast auditing
- **SIGNAL CONTROL**
  start and stop signals
- **2-COLOR PRINT**
  for quick auditing
- **FULL YEAR WARRANTY**
  service and parts

THE Cincinnati
TIME RECORDER CO.
1733 CENTRAL AVE.
CINCINNATI 14, OHIO
SINCE 1896

For More Information Circle No. 397

Small Hospital System

(Continued from page 85)

beds or more. But the system is flexible enough to meet the needs of small institutions too.

Equipment involved is minimal and needs no maintenance. No special training of clerical workers is required, so tight controls could be set up without increasing the staff by a single employee. This has held true despite growth in Hardin's operations.

The system works this way: first step is in the admitting room. In one writing, a multiple form is filled out. It includes admission records, patient's chart, notices that the patient is in hospital (sent to the switchboard, administrator's office, dietician, x-ray room and laboratory), patient's statement and ledger card. At the same time a patient's master card for use with a duplicating punch is created.

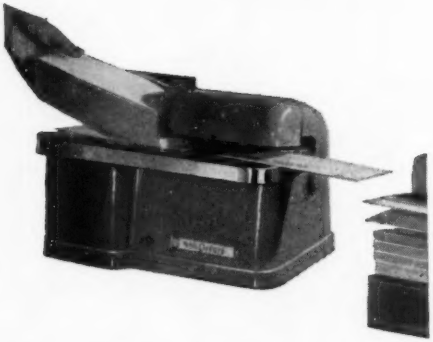
The basic record is a marginally notched Keysort charge ticket for billing. Tickets are pre-notched for the various service departments and kept on file. When a special service is ordered, nurse removes the appropriate charge ticket and enters patient's name and number. Tickets then go to accounting. Clerk inserts patient's master card in the upper slot of the duplicating punch and the Keysort ticket in the lower one. Marginal notching of patient's number and class on the charge ticket is achieved by a pull of the lever. In larger hospitals, processing of these records is done at the various nursing stations. In a small hospital like Hardin, centralization of office activities is more practical.

Special service charges are also controlled, tickets being sorted with the aid of a stylus to individual patient numbers and posted to the appropriate account. In this way charges are not missed or improperly posted.

A Royal McBee Poster is used for several accounting procedures. It will be recalled that when typing a set of admission records, statement and ledger card are simultaneously headed up. These are placed on the Poster with statement over, and ledger card under, the receivables journal. Posting charges to the accumulative statement completes all records in one writing.

If a payment is made by a patient during his stay, the Poster again comes into use. A receipt is placed over the statement. Posting to the receipt brings

Credits checked earlier!



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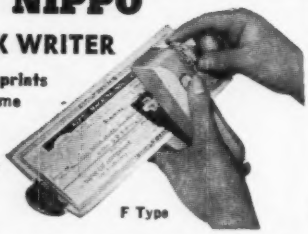

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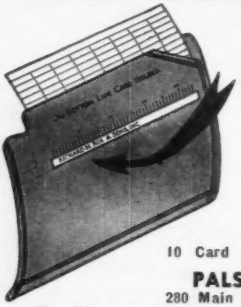

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statement and ledger card up-to-date. Simultaneously, cash journal is also posted. Receivables are always in balance, statements accumulatively up-to-date and ready for the patient on discharge.

Hardin also uses the Poster to handle payables. Posting to the remittance portion of the vendor's check is carried out as invoices and statements are received and okayed. This at the same time posts to the invoice register. As a by-product, posting is also done to a unit record for later sorting to expense distribution. Vendor's check is ready to be completed and signed on the last day of the period.

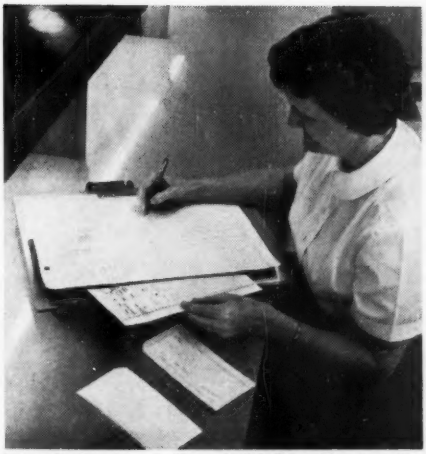
The Poster also helps prepare payrolls. Posting of deductions to the earnings statement on the check registers on the payroll journal and individual em-

Charge tickets received from nursing stations go to accounting department where they are notched with code from patient's master card for later sorting, tabulating and posting.

ployee's earning record.

The hospital now prepares 12 monthly comparative reports on revenue analyses and patient statistics. The system makes it relatively simple to cross-analyze such factors as class of payment, accommodation, professional service, length of stay, geographical location of patient's place of residence.

According to the American Hospital Assn., over 60% of the nation's hospitals have less than 100 beds, and the need for a simple, low-cost method of administrative controls is vital. Without it they cannot operate efficiently. Yet many communities throughout the country lack adequate hospital facilities. Doctors recognize that recovery of patients may be delayed by unduly long trips to hospitals, and convalescence checked when patients are denied normal contacts with their families. So the need for more small hospitals is critical, as is the need for controls to keep them in business.



Hospital uses a Royal McBee Poster for payables, receivables and payroll.

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News of the Office

Hewitt Heads NAA

George A. Hewitt

George A. Hewitt, partner, Lybrand Ross Bros. & Montgomery, Philadelphia, was named president of the National Assn. of Accountants for 1960-61. The announcement was made by the nominating committee chairman, John B. Inglis, Price Waterhouse & Co., New York. Mr. Hewitt, who has been a member of NAA since 1931, completed a three-year term on the executive committee. He also served as a vice president.

National Microfilm Officers

Frederic Luther, Frederic Luther Co., Indianapolis, was elected president of the National Microfilm Assn. for 1960-61 at the group's recent annual meeting and convention. Concomitant elections were: Carl E. Nelson, Bell Telephone Laboratories, vice president and president elect; Charles E. Fennell, Southern Microfilm Corp., treasurer.

Growth Seen in Office Jobs

White collar jobs will show the most rapid growth over the decade ahead, says Alice K. Leopold, director, Women's Bureau, U. S. Dept. of Labor. She points out that this will mean bigger opportunities for women. Office work, however, is changing as a result of EDP and other machines, and Mrs. Leopold believes that many office jobs of the future will need more training than was required for old routines.

Paper Clip Flipping Upheld

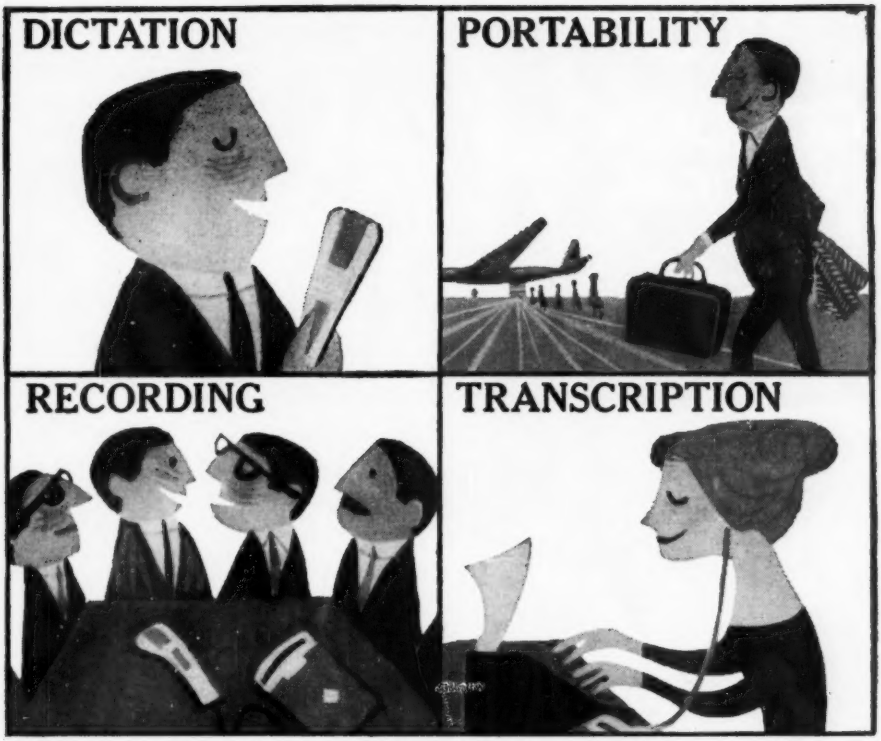
Flipping paper clips out the office window is definitely connected with the job of office boy, an Albany, N. Y. Court of Appeals has ruled. The court okayed workmen's compensation for $228.64 for injuries suffered in 1955. The complainant, then 17, was shooting clips out the window with a rubber band when one backfired and hit him in the eye.

New Management Program

Pace College, 41 Park Row, New York 38, offers a brochure describing its new graduate management program leading to the MBA degree. The program is compacted into a convenient evening curriculum.

Editor Defends Coffee Breaks

U. S. industrial management spends $2 billion a year to buy food and equipment for cafeterias and other on-premises dining facilities—fully two-thirds of which are subsidized—according to James E. Betts, editor of "Inplant Food Management." He notes the recent move by a group of N. Y. electrical contractors to abolish the coffee break, and in an editorial points out the contribution that the custom makes toward defraying this staggering cost: "Firmly established as the coffee break is, there are still those who will work at tearing it down. Coffee-



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breaks have paid for more food subsidies than direct outlay. That little dime that comes in about 50 million times a day helps keep food costs in line and helps managers provide a better meal at lower costs."

Offices Reward Presenteeism

"Presenteeism" is being rewarded in some offices in an all-out assault on absenteeism. Companies are reinforcing good work attendance with extra pay. One firm even gives an additional week's vacation to employees with good attendance records. But management is cracking down on the gold-brickers. According to a recent survey made by Industrial Relations News, more offices are using supervisory personnel, and even company nurses, as truant officers, visiting absentees at their homes to make sure they're really sick.

Office Systems Publicity

New office EDP systems are frequently of positive customer relations value, according to systems analyst S. Paul Sims. Mr. Sims, who heads a company of systems design and technical publicity, believes many firms fail to take advantage of this. He is offering a complete program for manufacturers, banks, brokers, etc., to enable them to utilize the publicity inherent in their new automatic systems. Details available from the S. Paul Sims Co., 22 East 17th St., New York 10.

Movers' Third Division

U. S. business is spending $100 million annually to move its executives and technical people, Arnold Weissberger, president, Weissberger Moving & Storage Co. recently told an American Management Assn. office planning seminar. Known as "national account moves," this new business has become an important part of the moving industry; in Mr. Weissberger's words, "creating a third division in a business formerly confined to just household and office moves."

Secretaries Honor Executive

Henry Viscardi Jr., president and chairman, Abilities, Inc., and Human Resources Foundation, Albertson, N. Y., was named the second International Boss of the Year, it was announced by Evelyn G. Day, president, National Secretaries Assn. (International). "Mr. Viscardi has won worldwide fame for his outstanding work in the rehabilitation of physically handicapped persons," Mrs. Day observed. "He has spent his life conquering his own tremendous handicap and then turning his experience to the benefit of all afflicted persons." Nominated by his secretary, Florence Fiedelman, Mr. Viscardi received the award at a dinner in his honor during Secretaries Week.

Evelyn G. Day and Henry Viscardi Jr.

An Office Machines Survey

Are companies getting the most from new machines and furniture for the office? Are the needs studied carefully before purchase? Do they plan ahead and establish such policies as a standardization program, a depreciation schedule, replacement program, etc.? Do they consider the possible advantages of renting? To get the answers, National Office Management Assn. completed an office machines and furniture survey from questionnaires circulated to the membership. Replies were received from over 1500 companies throughout the U. S. and Canada. Here

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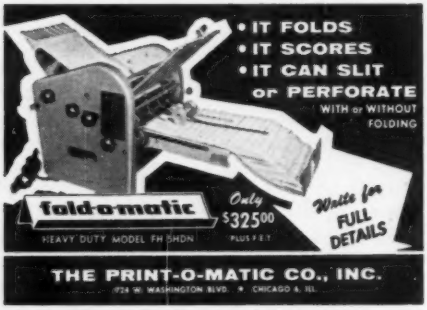

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are some of the findings: 20% of the companies surveyed rent office machines while only 2% rent office furniture; 58% standardize on machines — 51% on furniture; 32% have formal replacement policies on machines — 38% on furniture; 57% have depreciation policies on machines, 80% on office furniture; 87% have service agreements to cover the maintenance of machines. The full report can be obtained from NOMA at 1931 Old York Rd., Willow Grove, Pa., at $1 per copy.

USC's Computer Center

Establishment of a $2-million University of Southern California Computer Center for education and research was announced by Dr. Norman Topping, USC president. A Univac solid state 80 with magnetic tape units will be placed in the USC Computer Center this fall. A complete line of 90 column punched card equipment, including a Univac 120 electronic computer and a model 330 electronic punch card calculator has been installed. A Honeywell Datamatic 800 electronic data processing system including a central processor, tape control, magnetic tape transports, printer-card reader-card punch control, high speed printer, card reader and card punch will be

A ten day New York vacation was won by Birgit Willegard, voted the "ideal Swedish secretary" in a recent contest held in that country. Here she is welcomed by Karl Siewert, president, Facit Inc., which sponsored the event.

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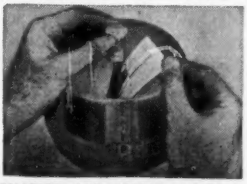

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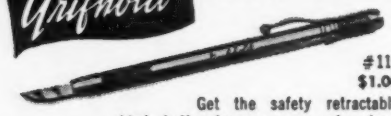

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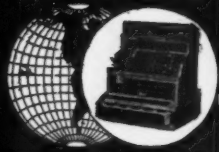

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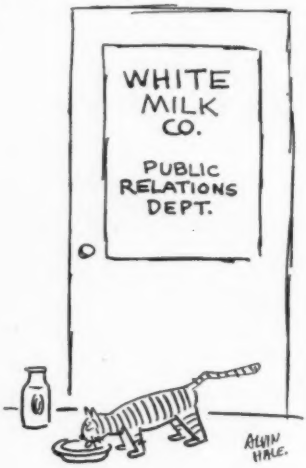
installed in June, 1961. The center is headed by Dr. Richard L. Williamson, assistant dean, School of Business Administration.

Office Suggestion Wins $547

A St. Paul man won the highest award in Equitable Life Assurance Society's year-old employee suggestion plan. R. Orville Evans was awarded $547, after his recent retirement, for a suggestion which is expected to save Equitable $2735 annually. His share was 20% of the first year's anticipated savings. Mr. Evans award-winning idea resulted in a simplified accounting procedure for handling 19,537 Assured Home Ownershop loans by Equitable cashier's offices.

European Computer Group

A group of European experts is in the U. S. studying developments in IDP. Sponsored by the European Productivity Agency, the mission is headed by B. A. Maynard. Cooper Bros. Co., London, who is acting as represenative of the British Institute of Management. It is anticipated that European progress in IDP has been on lines similar to that here, though the degree of application—particularly the use of computer service centers—is somewhat less.



Manpower Opens 200th Office

The opening of Manpower, Inc.'s 200th office in Tulsa, Okla., was announced by John H. Frank, executive vice president. Manpower began operations in 1948 and is expanding at the rate of three new offices per month. The 100th office was opened in 1956 in Washington, D. C. That was also the year European and Canadian operations began for the firm with offices opening in London, Paris Toronto and Montreal.

BOAC Installs Computer

British Overseas Airways Corp. is using a small computer for accurate weekly analysis of passenger revenue from various routes. Accounting operations have been speeded up and EDP adopted for other departments. While the computer has so far not ousted older clerical methods, employees are no longer required to work overtime. About 80% of computer time is allotted to normal work such as passenger and freight accounting and payrolls. The other 20% goes for calculating nautical and statute miles and kilometers between two airports or cities.

Executive Development Program

The 1960 Executive Development Program, designed to expand administrative capacities among business personnel, will be held June 20-July 16 by the College of Commerce & Business Administration at University of Illinois. About 30 men nominated by their companies will be selected to hear leading educators and executives discuss business firms in their economic, political and social environments, financial policies and administration, human relations, management practices and other problems. Applications may be secured from Prof. Robert G. Seymour, director, Executive Development Center, University of Illinois, Urbana.

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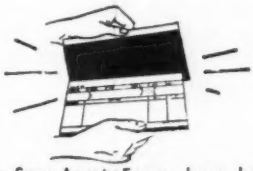

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News of the Industry

3M Sales Appointments

Appointment of Roy R. Bruchman as sales manager for microfilm products, Duplicating Products Div., Minnesota Mining & Mfg. Co., was announced. Harry T. Cooper was named sales promotion supervisor and Henry E. Petersen, sales manager for special accounts for microfilm products. Both joined 3M with the acquisition of Filmsort Co., in 1959. Gerald G. Heitel, formerly a copying products sales supervisor for 3M in New York, was appointed microfilm reader-printer products representative for that area. Daniel P. O'Neill was named western area sales supervisor with headquarters in Dallas.

Community Honors Walker

L. C. Walker

L. C. Walker, chairman of Shaw-Walker Co., was again honored for his community work. Long one of Muskegon's outstanding civic leaders and philanthropists, Mr. Walker received the 1960 Muskegon Outstanding Citizen Award. Recipients are picked by an anonymous committee of 20 citizens in all walks of the community's life. Mr. Walker, founder of Shaw-Walker, received the award for his efforts over the years on behalf of the Community Chest, schools, art, hospitals, local government, his employees and the children of the community. The L. C. Walker Sports Arena, thanks to his contribution of more than $1 million, is now nearing completion.

Comptometer Buys Tex-N-Set

Comptometer Corp., announced purchase of the assets and business of the Tex-N-Set Div., Dudley Hodgkins Co., Arlington, Texas. Tex-N-Set, manufacturer of continuous and one-time-carbon forms, will be coordinated with Comptometer's Business Forms Div., under the direction of H. R. Salisbury, Comptometer vice president, with headquarters at Lincoln, Neb.

Clary-Remington Rand Sale

Sale of the adding machine and cash register division assets of Clary Corp., to Remington Rand Div., of Sperry Rand Corp., was announced jointly by the two companies. The sale, subject to approval by Clary stockholders and Sperry's board of directors, will be for about $8,050,000, and will add a line of full keyboard adding machines, manual and electric cash registers to Remington's product list. Included in the sale are the physical assets of Clary's plant in Searcy, Ark. Clary personnel engaged in manufacturing, sales and service of adding machines and registers will be retained by Remington Rand, and these products will continue to be sold under the Clary name by the present Clary dealers and other Clary

For More Information Circle No. 214→

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Handy desk dispenser keeps "SCOTCH" BRAND Cellophane Tape at your fingertips for dozens of mending, sealing, protecting jobs. Sturdy metal dispenser is weighted to let you pull off and cut tape with one hand. Uses thrifty 1296″ rolls of tape!

Now . . . get a deluxe desk dispenser free when you buy one at regular price with 12 rolls of "SCOTCH" BRAND Cellophane Tape. Choose Deal "R" or "S" below, but hurry, offer limited.

"SCOTCH" and plaid design are registered trademarks of 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY

3M COMPANY

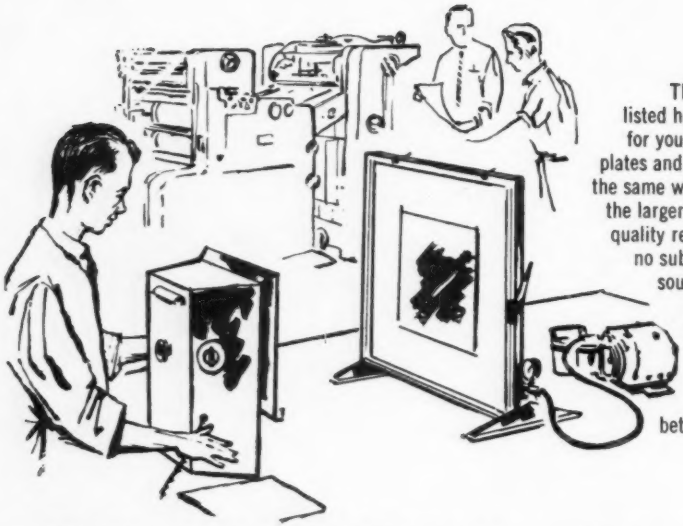
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

Take this coupon to your stationer or office supplier:

DEAL "R": 12 rolls ¾″ x 1296″ "SCOTCH" BRAND Cellophane Tape with Deluxe Desk Dispenser. Second dispenser free!

DEAL "S": same as above, but with 12 rolls ½″ x 1296″ tape.

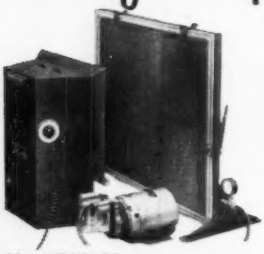
Offer expires June 30, 1960

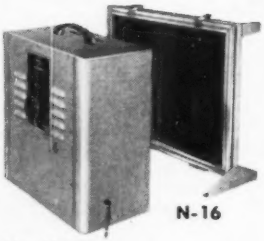


The inexpensive units listed here make it possible for you to make your offset plates and duplicating masters the same way they are made in the larger printing plants. For quality reproduction, there is no substitute for the point source light in a nuArc arc lamp. All units incorporate a "live" rubber one-piece molded blanket for perfect contact between flat and plate.

FINER REPRODUCTION—LONGER RUNS

when you expose with a nuArc *arc lamp*





N-16

N-16W

No. 1722-20

For plates up to 21" x 25". Aluminum glass frame . . . steel vacuum frame. Hinged at feet. Complete with arc lamp, 5-min. timer, motor, pump, gauge **$259.00**

No. 1722-20A. Same as above, with automatic arc lamp . **$305.00**
Frame and gauge only . . **$125.00**
Arc lamp only **$115.00**

No. N-16

For plates up to 12½" x 17½". Steel construction. Manual arc control.

Frame and arc lamp	**$129.00**
Frame, arc lamp, pump and motor	**$186.50**
Frame only	**$ 55.00**
Arc lamp only	**$ 85.00**

No. N-16W. Fully enclosed version of N-16 . . . . **$139.00**
With pump and motor **$196.50**

For complete description, send for Bulletin A-210-0.

nuArc® COMPANY, INC.

General Office and Factory: 4110 W. Grand Ave. • Chicago 51, Ill.
Sales and Service: New York • Los Angeles

For More Information Circle No. 367

sales outlets. Clary will continue to design and manufacture electronic computers, electronic printers, electronic print punches and other data handling equipment.

Farrington-Mendes Purchase

Farrington Mfg. Co., has acquired the assets and business of Mendes Corp., New Bedford, Mass., makers of collating and forms preparation machines, William M. Tetrick, Farrington president, announced. The business will be operated under the name of Farrington Business Machines Corp., a wholly owned subsidiary of Farrington headed by Donald G. Colley, former president of Mendes, as executive vice president. Mendes was established in 1945 in Canton, Mass.

Remington Rand Marketing Head

Francis V. Bergren was named director of marketing of the Remington Rand Systems-Photo Records Div., Sperry Rand Corp. He joined the company in 1937 as a systems sales representative in Omaha. Following that, he was appointed district sales manager at the company's South Bend, Ind., office, and later served as branch manager of the systems department in Philadelphia and Pittsburgh. In 1958, he was made national sales manager of systems in New York. Since 1959 he has been general sales manager of the company's Systems-Photo Records Div.

Computer Exhibit

Some 8000 sq. ft. will be occupied at the 1960 National Business Show, New York, Oct. 24-28, by a display of the latest electronic data processing equipment. Four companies, producers of high speed electronic computers, have already indicated joint participation in the show's spectacular CompuCenter: Control Data Corp; Philco Corp.; and Radio Corp. of America and Bendix Aviation Corp. A series of technical conferences will complement the display. These sessions are being produced by the Office Executives Assn.

Syntron President Retires

Carl S. Weyandt, president and one of the founders of Syntron Co., has retired after more than 40 years service. He was succeeded by Byron K. Hartman. Mr. Weyandt was elected vice president and general manager in 1921 when the company was located in Pittsburgh. He assumed the presidency shortly after the company relocated in Homer City in 1937. He will continue as a member of the board of directors of Syntron, and of Link-Belt Co., Chicago, of which Syntron is a subsidiary.

Byron K. Hartman

Carl S. Weyandt

Pierce Elected President

The directors of Filing Equipment Bureau, Inc., elected John F. Pierce president and chief operating officer. Mr. Pierce was named executive vice president and director in 1959. He has been a management consultant since 1946, prior to which he was associated with Standard Register Co. He developed and installed procedures for the Tennessee Valley Authority and was its first director of office services.

Ecusta Sales Manager

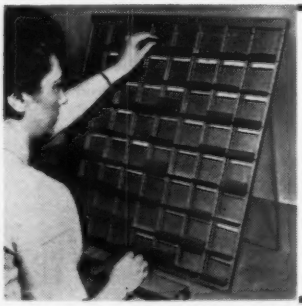
Pat J. Pagano has been appointed sales service manager for the Ecusta Paper operation of Olin Mathieson Chemical Corp., it was announced by George W. McCleary, director for Ecusta printing and specialty paper sales. Mr. Pagano, who joined the company in 1945, will be responsible for

Top Chinese Nationalist officers, en route from Formosa to Ft. Lee, Va., stopped off to see the calculator and adding machine plant of the Marchant Div., Smith-Corona Inc., Oakland, Calif. Senior industrial engineer Frank H. Taylor and Marchant technician Carl Stratton are at right.

the operation of Ecusta's sales service department. He most recently was an area sales manager for the corporation's International Division.

Kaycee Co. Formed

Kenneth C. Hedeen and George A. Metzler have formed a partnership in the Kaycee Co. as manufacturers agents, selling to established office machines dealers and stationers within the 19 state area of the eastern seaboard. Mr. Hedeen was formerly with Friden Corp. for over 20 years and held a number of executive positions in retail and wholesale capacities for that firm. Mr. Metzler has been employed in sales management positions by various manufacturers of office machines and supplies since 1936 and is well known in the industry. Kaycee Co. represents American Dictating Machines Co. for dis-



File Speedaumat Plates FAST with THE QUIK-SORTER

The Quik-Sorter saves time wherever Speedaumat plates are filed. One person can easily sort plates to a wide range of categories: alphabetically, numerically, geographically—or any other desired groups. The Quik-Sorter has 64 compartments with removable partitions which can be indexed as required—or some partitions can be removed to use fewer, but larger, compartments.
One operator can use as many as three Quik-Sorters, sorting into as many as 192 different categories. Send for illustrated literature and prices. Sold on 10-day approval. Write to Addressing Machine Co. of Calif., 667 Mission St., San Francisco 5, Calif. YUkon 2-2130.

For More Information Circle No. 395

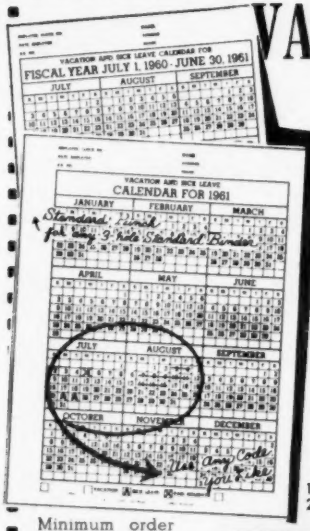
SAUNDERS MFG. CO., INC.

MANUFACTURERS OF DURALUMINUM
HOLDERS
FOR HANDWRITTEN
BUSINESS FORMS

P. O. Box 243, Winthrop, Maine
LIGHTWEIGHT WEATHERPROOF

SEND FOR NEW CATALOG NOW

For More Information Circle No. 396



VACATION & SICK LEAVE CONTROL SHEET

for Fiscal or Calendar Year

Control sheets give you the most accurate, accessible record of employee's annual vacation, sick leave or any record requiring tabulation, set up on either a fiscal beginning July 1, or a calendar year. Six major holidays shown in color for quick identification. On the back are forms for tabulating, totaling personal data and statistical summary of vacation, sick leave, tardiness—taken, earned and balance by month. Convenient 8½x11 size, standard 3-hole punch.

Place your order in our Certified Customer Account. We'll mail your vacation control sheets automatically each year in advance of when you need them. Over 500,000 were sold this year. Satisfaction guaranteed. Specify fiscal or calendar year.

Vacation and Sick Leave Calendar Sheets

25 sheets	$ 2.00	300 sheets	$12.00
50 sheets	3.00	400 sheets	14.00
100 sheets	5.00	500 sheets	15.00
200 sheets	9.00	Over 500	1½c each

Minimum order 25 sheets—F.O.B. Columbia, Mo.

AMERICAN PRESS, 200A So. 7th, Columbia, Mo.

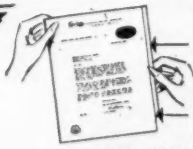
For More Information Circle No. 335

Secretaries never die...

They just stay young indefinitely*—that is, if they use Kee Lox Grip-N-Pull carbon paper. Ask any girl who is already using it (and note how fresh and vivacious she looks—even at quitting time). She'll tell you what nice copies she gets, how clean they are. And she'll be equally enthusiastic over Grip-N-Pull's other features—automatic warning of last typing lines, automatic rotation, automatic alignment.

You too can stay young indefinitely* by letting Grip-N-Pull carbon paper make your work easier and pleasanter. And your boss will be interested in knowing that Grip-N-Pull, with all its advantages and long wear, still costs no more than regular carbon paper which does not have the exclusive patented features of Grip-N-Pull.

**The only exaggeration (one we hope will cause a smile) in this message.*



All carbons are removed quickly in one clean operation, using uncoated edge. Clean hands, clean work, clean desk.

Lower right of uncoated edge is die cut to tell how much space is left at bottom of sheet.

FREE SAMPLES WHEN REQUESTED ON COMPANY LETTERHEAD.

"Over Sixty Years of Good Impressions"

KEE LOX MANUFACTURING CO., Dept. O-40, Rochester 1, N. Y.

CARBON PAPERS AND INKED RIBBONS

Sold through KEE-LOX branches and selected independent stationers

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Speed up work . . .

Save floor damage

Send for new Colson catalog C101 . . . contains over 2000 job rated test proven money saving Casters.

Colson

Contact your local representative or distributor or write to

COLSON'S 75th YEAR OF PROGRESS

THE COLSON CORPORATION
7 S. Dearborn Street CHICAGO, ILLINOIS

For More Information Circle No. 381

tribution of Rex Recorder dictating machines, Printess Photocopiers and Agfa photocopy papers. They also distribute nationally the KC brand of dealer imprinted thermal-copy paper for use on all heat process copying equipment.

Two Named Bruning Directors

Jack F. Johnson, executive vice president, and Vincent G. McDonagh, secretary-treasurer, were elected directors of Charles Bruning Co., it was announced by Herbert F. Bruning, president. Mr. Johnson was an officer of California Bank, Los Angeles, before his association with

Jack F. Johnson

V. G. McDonagh

Bruning in 1953. He advanced through several administrative positions in the company before he was named executive vice president in 1959. Mr. McDonagh joined Bruning as controller in 1953 and has been secretary-treasurer since 1956. He was controller of Gar Wood Industries, Wayne, Mich., before joining Bruning.

Comptometer Names Warnock

Wesley L. Warnock has been named field sales manager of the Business Machines Div., Comptometer Corp., according to the division's general sales manager, L. T. Carr. Mr. Warnock was formerly Boston district sales manager.

Hano's Midwestern Manager

Kenneth F. Blankenship was named midwestern manager of tabulating forms and data processing systems by Herbert

Cop-e-Eez

COPY HOLDER & LINE SPACER

$17.67
Tax Incl.

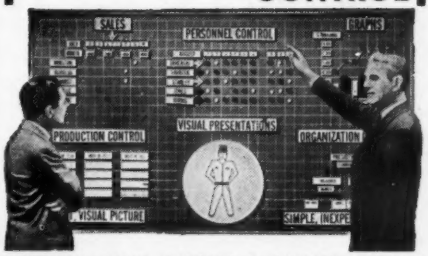
- Line guide extends to 17"
- Holds notes 3/16" thick
- Single and double spacing
- Gentle-touch space bar
- Anti-noise cushioned
- Steel construction
- Flat-fold storage

Companion *Cop-e-Ett* with manual line indicator **$7.95**
Slightly higher in the West
SOLD AT DEALERS EVERYWHERE
manufactured by:

R. FUNK & CO. INC.
FURLONG, PENNSYLVANIA

For More Information Circle No. 361

VISUAL MAGNETIC CONTROL



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Priced From **$38** INCLUDING MAGNETIC ELEMENTS

Simplest Control for Sales • Production Charts • Personnel Maintenance • Scheduling Machine Loading Visual Presentations
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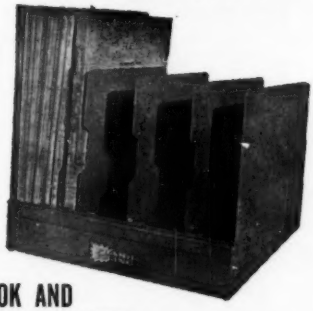
COLORFUL MAGNETS ORGANIZE FOR ACTION SHOW FACTS INSTANTLY GET THE JOB DONE

PRICES & BROCHURE OF-6 **FREE** ON REQUEST

Methods Research Corp.
105 Willow Avenue, Staten Island 5, N. Y.

For More Information Circle No. 363

Flash Profit with Flash Filing Equipment



BOOK AND CATALOG RACKS

With 2" slant on bottom and index in front for more functional use . . . one of over 200 items in metal office accessories. Send for free catalog.

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2634 S. Cherry, Fresno, Calif.

For More Information Circle No. 362

LETTEREX®

. . . FOR MAXIMUM TYPING EFFICIENCY

THE LETTEREX CORPORATION
Washington 24, D. C.

For More Information Circle No. 364

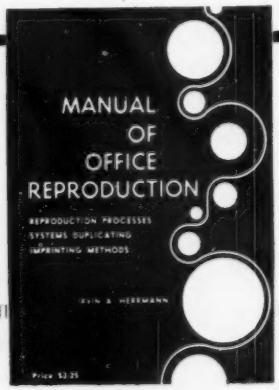
THE ONLY BOOK OF ITS KIND!

Includes:

- CARBON PAPER,
- SUBSTITUTES FOR CARBON PAPER,
- GELATIN HECTOGRAPH DUPLICATING,
- FLUID DUPLICATING,
- STENCIL DUPLICATING,
- RELIEF DUPLICATING AND PRINTING,
- OFFSET DUPLICATING,
- PHOTOGRAPHY (CAMERA),
- CONTACT PHOTOCOPY,
- CONTACT PRINTING (TRANSLUCENT MASTER),
- FACSIMILE MASTER PREPARATION,
- AUTOMATIC TYPEWRITERS,
- AUTOMATIC DATA PROCESSING,
- COMMUNICATION TRANSMISSION,
- IMPRESSION STAMPS,
- ADDRESSING METHODS,
- TABULATING MACHINES,
- SIGNATURE MACHINES,
- OTHER IMPRINTING MACHINES,
- BINDING AND FINISHING EQUIPMENT.

Over 200 pages of helpful information, and illustrations (including 100 pages of advertising by duplicator manufacturers, with Buyer's Guide index).

Describes all office reproduction and duplicating processes. Time-saving charts show at a glance which process to use for best results in any situation. Tells how to make the most economical use of whatever duplicating machines an office may now have — how to combine the advantages of one process with those of another to save time and money. Also tells when not to use certain methods.



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232 Madison Ave., New York 16, N. Y.

Please send me ..... copies of the MANUAL OF OFFICE REPRODUCTION at $3.25 a copy, postpaid. ☐ *I enclose remittance.* ☐ *Send invoice.*

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Company .....

Street .....

City ..... *Zone* .... *State* .....

John K. Boeing (right), chairman, Recordak Corp., received National Microfilm Association's annual Award of Merit from NMA president Joseph F. Curtin for distinguished service to the microfilm industry.

Hano, president, Philip Hano Co. His main responsibility will be to develop new sales in the tabulating and data processing field in the middle west. During the past 16 years Mr. Blankenship has held important posts in state and federal offices. Before joining Hano he was field representative in the systems division of the U. S. Public Health Service.

Texstar Branch Manager

Appointment of Ray Goudeau as branch manager of Texstar Plastics' new plant in Ft. Wayne, Ind., was announced by W. I. Spitler, president. Mr. Goudeau will head the firm's sales efforts in the eastern and midwestern areas of the U. S. now being served by this plant. He formerly headed the Delta Products Div., and was instrumental in setting up nationwide distribution of the Floor Show line of office accessories.

Case Brothers' New Plant

Case Brothers, Inc., manufacturer of specialty paper and paperboard with plants in Manchester and East Hartford, Conn., announced construction of a plant in

MASO

QUALITY OFFICE EQUIPMENT:

Elevator stands, metal bookcases, steel shelving, lustrous laminated plastic chair mats, and desks.

Write for Catalog

INTERSTATE METAL PRODUCTS CO., INC.
Office Equipment Division
666 N. Lake Shore Drive, Chicago 11, Ill.

For More Information Circle No. 384

CLOGGED SEWERS
CLEANED INSTANTLY
SAVES PLUMBING BILLS

Anyone can trigger new Flush Gun shooting air & water impact on difficult stoppages in pipes ¾" to 6"; Rags, Grease, and Roots melt away when struck by hammer-blow in Toilets, Sinks, Urinals, Bathtubs, & Sewers 200 Ft. Amazingly effective when air hits running water. Save Costly Plumbing Bills or start your own Business. Tear out Ad now & write address beside it for **FREE BOOKLET** or phone Kildare 5-1702. **Miller Sewer Rod, Dept. Office, 4642 N. Central Ave., Chicago 30, Illinois.**

For More Information Circle No. 385

An Annual Roller Change—The Best
TYPEWRITER LIFE INSURANCE

Insist On A
FUTURISTIC
GALAXIE
Platen

Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

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FREE DIES AND PROOFS
GENUINE ENGRAVED LETTERHEADS $15.00 FOR 1000
Genuine ENGRAVED BUSINESS CARDS
500 $11 • 1000 $15
MANUSCRIPT COVERS 100 FOR $3.00
CLIP YOUR LETTERHEAD TO THIS AD... MAIL FOR FREE PROOF
DEALERS WANTED
DEWBERRY ENGRAVING CO.
807 SO. 20th ST., BIRMINGHAM 5, ALABAMA

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Newest, Handiest
HELPER for EVERY OFFICE!

New, Versatile
kleen-stik®
Pressure-Sensitive
2-SIDED ADHESIVE IN TAPE FORM

STICKS ANYTHING... TO ANYTHING!

IT'S HERE—the modern "miracle" adhesive that takes the place of paste, glue, liquid cement, and "overlay" tape! The new KLEEN-STIK 2-SIDED ADHESIVE saves time and work in 1001 everyday jobs . . . forms a permanent, water-resistant bond between any combination of materials.

Giant 108-ft. Roll in Handy Dispenser Pack $1.79

For Every Fastening Job:
• Attaching • Holding • Sealing • Hanging • Mounting • Splicing

√ Adheres Instantly . . . no drying time
√ Neat and Clean . . . no ooze . . . no mess . . . no brushing
√ Applies Quickly and Easily . . . like a tape

TRY KLEEN-STIK 2-SIDED ADHESIVE YOURSELF—Prove that it will do everything we claim . . . and more!

"PROVE-IT-YOURSELF"
TRIAL OFFER! only $1.00 REGULAR $1.79 DISPENSER PACK WITH THIS COUPON

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7300 W. Wilson Ave. • Chicago 31, Illinois

ENCLOSED IS $1.00 -- *RUSH* DISPENSER PACK

Name_____
Address_____
City_____ State_____
Your Dealer_____

For More Information Circle No. 424

Brattleboro, Vt. Case is a major producer of Genuine Pressboard, electrical insulating papers and pressboards and various other specialty industrial paper and paperboard items. Work on the $2,500,000 plant started in May. It is expected to be in production by early 1961.

Typerite Sales Head

Hulbert Barringer

Hulbert Van R. Barringer was appointed general sales manager of Typerite Corp., distributor of Sea Foam Bond Carbonsets; also Nicholis P. Giatrelis was named New England sales manager. Sea Foam Bond Carbonsets consist of a sheet of Sea Foam Bond attached to a sheet of one-time carbon. After typing, the carbon is easily detached with a light pull, leaving the clean carbon copy. For a free sample Carbonset kit write to Type/Rite Corp., 21 State Highway 10, Hanover, N. J.

"Don't forget to clean out the suggestion box."

How Architect Plans

(Continued from page 36)

be planned with a constant eye to the utilization of floorspace as related to elevators, washrooms and stairs. Exactness in the proximity of restroom facilities to desks can spell the difference between a saving and a tremendous loss of time when hundreds of employees are involved.

Airconditioning is common in today's construction. But in 110 William St., where electronic office equipment is exceptionally heavy, we had to plan for special airconditioning installations, not only for the comfort of people in the building, but to insure constant efficiency of equipment sensitive to the slightest variation in humidity and temperature. Too much humidity can throw a tabulating machine installation completely out of whack.

Provision also had to be made for thousands of special wires that feed electricity into the machines and, just as important, an exceptionally large and busy telephone and related communications system. Vertical conveyor systems, too, are required by a business where memoranda and mail flow is abnormally heavy.

On the esthetic side, there is a practical psychological reason for the selec-

Wassell
Rotary WORK ORGANIZERS
Bring Every File To Life

For correspondence, for orders, for every record, Wassell Work Organizers—Corres-Files and Rotor-Files — pay off in new highs of clerical productivity and morale, plus economy.

Finding and filing takes half the time. Wassell units **whirl the work to the worker's fingertips** on merry-go-round tiers. Save you space, too—up to 50%. Find out more—today.

WASSELL ORGANIZATION, INC. DEPT O-6, WESTPORT, CONN.

For More Information Circle No. 407

Engler HOUR METER

. . . For Business Machine Economy

- **Increase Efficiency**
- **Improve Scheduling**
- **Eliminate Machine Inactivity**

Engler Hour Meters reduce total operating or rental cost of tabulating equipment and business machines by registering hours of actual machine usage. Effectively put records on an accurate basis and substantially reduce second shift payments. Many users have already realized large savings. Engler Hour Meters are easily installed and have been precision engineered and ruggedly built for years of dependable service. Reasonably priced. Write for detailed bulletin OF-8.

Engler Instrument Co.

250 Culver Avenue, Jersey City, N. J. Phone HEnderson 4-6500

For More Information Circle No. 357

EXLCO CARBON COPY SETS

TWO WAY SALES PLAN THAT MEANS GREATER PROFIT!

Attractively packaged, top quality carbon second sheets, prompt delivery to your customers under your label.
DEMONSTRATOR kit assures first sale and automatic repeat sales.
Write for Samples and Dealer Plan

EXLCO THE EXLINE-LOWDON COMPANY

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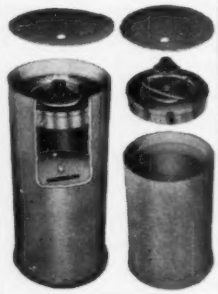
For More Information Circle No. 358

New EVER-SAFE • FLOOR SAFES •

Safely protect cash and valuables



Model FD 918 with inner depository and envelope slot (Left)

Model F-912 Single compartment (Right)

Service Stations, Stores, Doctors, Dentists. Easily installed in wood or concrete floors. U.L. Relocking Device Label — Removable combination dial for additional protection. Impossible to open safe without dial. Write for complete information and prices.

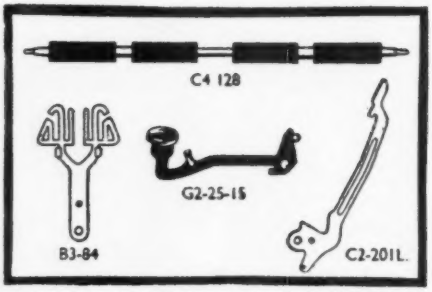
EVER-SAFE CO. Div. Schwab Safe Co. Lafayette, Indiana

For More Information Circle No. 359

To let you know

TYPEWRITER-SUNDRIES CO. LTD.

supply precision BRITISH made Parts and Tools direct to you at LOWEST PRICES



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- Send for our Illustrated Catalogue POST FREE

TYPEWRITER SUNDRIES CO., LTD.

140-148 BOROUGH HIGH ST., LONDON S.E. 1

For More Information Circle No. 360

tion of certain colors, both inside the offices and in corridors. Related to this phase of an architect's interest in the building are the materials that go into the walls, floors and ceilings. Durability and maintenance have to be weighed. Maintenance can break an owner, and in some cases it has spelled the difference between profit and loss in a building investment. The difference can be balanced in favor of profit by selection of the most efficient materials.

While we are on the subject of insurance companies and the designs that meet their particular requirements, the U.S. Life Insurance Building at 125 Maiden Lane offers a good example of the problems that confront an architect. In this case, the challenge was to design a life insurance structure that has a look of the traditional, rather than the functional which was accomplished for the casualty, fire and marine companies at 110 William Street.

The Maiden Lane building does not have a wide expanse of windows, nor was this especially desirable. The idea was to convey an impression of familiarity in atmosphere, an impression symbolic of the type of insurance handled by the company that occupies the structure. Also, it has more private offices and restrooms than were required in the other insurance firms.

File storage space is a growing requirement of all businesses, but more so among life insurance companies. At 125 Maiden Lane, we designed basement space for that purpose, and at a reasonable rental of between $2.50 and $3 a sq. ft.

Use this Shredder . . .

This dual-purpose "Model 13D" Shredder can be used to destroy obsolete records, useless papers presently cluttering office file cases. In addition it can be used to convert old newspapers, and other suitable stock into paper excelsior for packaging shipments. Pays for itself in the money it saves you.

Write for catalog and FREE TEST - IT - YOURSELF PLAN. Larger and smaller models available.

INDUSTRIAL SHREDDER and CUTTER COMPANY

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For More Information Circle No. 404

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National Conference & Exhibit Calendar

Institute of Internal Auditors, Schroeder Hotel, Milwaukee, June 12-15.

National Assn. of Accountants, Roosevelt Hotel, New Orleans, June 19-22.

National Machine Accountants Assn., San Francisco, June 22-24.

National Office Machine Dealers Assn., Coronado, Calif., July 10-13.

National Secretaries Assn., Hilton Hotel, Pittsburgh, July 20-23.

National Society of Public Accountants, Muehlebach Hotel, Kansas City, Mo., Aug. 22-26.

Assn. for Computing Machinery, Marquette University, Milwaukee, Aug. 23-25.

National Business Forms Associates, Chase Park-Plaza Hotel, St. Louis, Sept. 14-17.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 24-28.

American Institute of Certified Public Accountants, Bellevue-Stratford & Sheridan Hotels, Philadelphia, Sept. 25-28.

National Assn. for Bank Audit, Control & Operation, Statler Hotel, Los Angeles, Oct. 10-12.

Systems & Procedures Assn. of America Commodore Hotel, New York, Oct. 10-14.

American Records Management Assn., Plankinton House, Milwaukee, Oct. 19-22.

Controllers Institute of America, Fairmont Hotel, San Francisco, Oct. 22-26.

National Institute of Governmental Purchasing, Shoreham Hotel, Washington, D. C., Oct. 23-26.

National Business Show, Coliseum, New York, Oct. 24-28.

Office Equipment Manufacturers Exhibits, Memorial Sports Arena, Los Angeles, Nov. 1-4.

Society of Reproduction Engineers, Sherman Hotel, Chicago, Dec. 3-6.

OFFICE EXHIBITS ABROAD

Canadian National Business Show, Toronto, June 6-8.

Life Office Management Assn., Royal York Hotel, Toronto, Canada, Sept. 26-28.

Business Efficiency Exhibition, Olympia, London, Oct. 2-11.

Electronic Computer Exhibition, Olympia, London, Oct. 4-12.

International Office Equipment Exhibit, (S.I.C.O.B.), Paris, Oct. 14-23.

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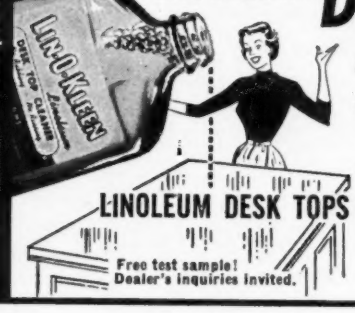

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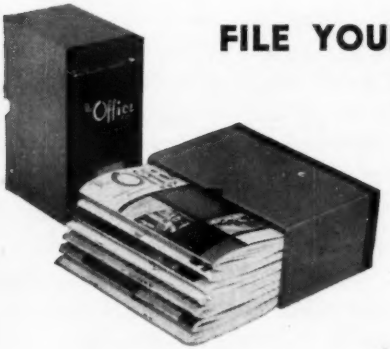

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